

INDIANAPOLIS

MAY 23 1913

PRINTERS' INK

A JOURNAL FOR ADVERTISERS

12 West 31st Street, New York City

VOL. LXXXIII

NEW YORK, MAY 22, 1913

No. 8

THE LAW OF AVERAGE

NOTHING is so uncertain as the duration of the life of an individual.

Nothing is more certain than the *average* duration of life of a *thousand* individuals.

We know, for example, that the average duration of human life is about 33 years. We also know that one-quarter of the people on the earth die before the age of six, one-half before the age of sixteen, and that only one person in every hundred born lives to be sixty-five years old.

The operations of the "Law of Average" are not confined to the field of vital statistics. Of a thousand men, so many

smoke; so many attend baseball games; so many wear ready-made clothes; so many like strawberries; so many admire Mr. Roosevelt.

Find out how large a proportion of a hundred—or a thousand—people like your product (or can be made to like it) and you have a pretty solid foundation on which to build.

If not one person in a hundred likes it—or can use it—advertising in mediums of general circulation is of decidedly doubtful value.

If thirty or forty or sixty in a hundred like it—and can use it—advertise it; and extend the advertising as rapidly as your pocketbook will permit.

N. W. AYER & SON

Philadelphia

New York

Boston

Chicago

Consider the Battle Ship

Today it is launched in all its glory, a Dreadnought, the most powerful ship afloat.

Ten years later it is a "has-been," useless alike for offense or defense.

So it goes with business methods. Today they are all-powerful; tomorrow conditions have outgrown them.

The time has passed for a manufacturer to attempt to start an advertising campaign on a *national* basis.

Today the wise manufacturer picks out a favorable market. He concentrates his campaign, wins his business battle, and then spreads to new fields.

Start it in Wisconsin and Then Spread Out

Wisconsin is one of the liveliest agricultural States in the Union.

Why? Because our people are ready to try and prove progressive methods.

We have learned, for instance, the value of thoroughbred seeds as well as live-stock—have learned that they bring bigger yields per acre, bigger profits per dollar invested.

In other words, the farmers of Wisconsin have learned to welcome new ideas. They form a receptive market. Isn't that the best soil in which to sow advertising seed?

THE WISCONSIN AGRICULTURIST is edited, printed and published in Wisconsin. It is so close to its people that one out of every three of our farmers subscribes for it. And fifty per cent of the people of Wisconsin are directly interested in agriculture. Do your own figuring as to what that means for concentrated advertising power.

The Wisconsin Agriculturist

RACINE, WISCONSIN

ARTHUR SIMONSON
President

Wallace C. Richardson, Inc.
Eastern Representatives,
41 Park Row, New York City.

FRANK W. LOVEJOY
Advertising Manager

George W. Herbert, Inc.,
Western Representatives,
Advertisers' Building,
Chicago.



Cash Rebate—A pro rata rebate will be paid each advertiser if the net paid circulation falls below 60,000 copies weekly.

INDIANAPOLIS

MAY 27 1913

PUBLIC LIBRARY

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A JOURNAL FOR ADVERTISERS

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HOW KEYED RETURNS MAY THROW LIGHT ON ME- DIUMS AND COPY

NEW WAYS OF ANALYZING INQUIRIES AND DIRECT SALES THAT ASSIST STRONGLY IN SOLVING KNOTTY QUESTIONS—HOW "STANDARD COPY" TESTS WORTH OF MEDIUMS

By Grafton B. Perkins,

Adv. Mgr., Resinol Chemical Co.,
Baltimore, Md.

Mixed with brains, a keying system is about the best assistant any manager of a national or territorial campaign can tie up to. But with the brains left out, the same system becomes a false counselor of the worst kind.

Nine times out of ten, the last analysis shows that keyed returns, intelligently interpreted, afford the most conclusive test of the comparative values of individual pieces of copy or of individual mediums.

There are a few large, highly organized houses whose whole system of distribution is so closely held in hand that results from advertising can be directly traced. But for the majority of advertisers, a complicated distribution, part to jobbers, part to large retailers, makes any test along this line all but hopeless. Jobbing territories overlap, purchasing for one field is done in another and remote one, and the whole process is so interwoven that it is usually impossible to say that because direct sales to Indianapolis are heavy, advertising there is paying well, or that because similar sales to Los Angeles are weak, the ultimate consumer in southern California is not being properly reached by the publicity.

For example, in a certain campaign the books showed an astounding stimulation of sales in Providence, far beyond anything

which could be expected to result from the advertising. But with the same campaign running in Boston, results were unduly slow. Boston being by far the larger jobbing center for that trade, the obvious inference would be that the campaign in Boston was ill-planned. But it developed that one of the biggest Boston retailers did all his buying from a Providence store, while Boston was by far his largest outlet.

Again, the direct sales to a big Ohio city stopped almost simultaneously with the opening of the advertising campaign there. On the surface, the campaign had proven disastrous, but investigation showed that the only jobber who had hitherto bought direct had begun to buy in combination with a jobber in a neighboring city. So the details of an advertising campaign cannot always be studied from the pages of a ledger.

BEST SINGLE CLUE

But wherever any number of direct inquiries arise from advertising, or wherever the proposition can be adjusted so as to introduce that factor into the campaign, an excellent guide to the comparative pulling power of copy and mediums is at hand, worthy of the very closest study. The tests thus furnished are not and, except in the cases of purely mail-order advertisements, cannot be conclusive in themselves, but they do furnish the *best single clue* that the advertising manager can usually obtain.

In my own work I have rarely known the number of inquiries, not traceable to their sources, to exceed four or five per cent of the total and, even without asking for postage to be enclosed, I have not found that enough of the requests were aroused purely by cu-

riosity to affect seriously the accuracy of the tests.

In fact, with a sample or booklet offer placed at the end of an advertisement, with no special display to draw attention, it seems fair to assume that very few will notice the offer who have not already been interested enough in the proposition to read through the body of the advertisement.

KEYED RETURNS AS TEST OF COPY

That keyed returns are directly in proportion to the selling power of an advertisement would be hard to prove. Surely it would be equally hard to disprove. Personally, I have always felt that, between two advertisements in which the sample offer was sensibly the same and equally prominent, the one which produced the greatest number of inquiries was certainly the one which had attracted the more attention and aroused the more interest, and that its greater sales effect could be assumed therefrom.

This refers solely to keying used to differentiate between two pieces of copy inserted in the same list of mediums. Were the test made on insertions in one magazine or only a few newspapers, I should place less reliance on them, as too many factors, such as position, appearance on an unfavorable day, etc., might affect the results. But with insertion in a reasonably large list, the law of averages comes into play to permit an accurate comparison.

Also, this does not refer to keying to test the comparative values of two or more different periodicals.

Usually I key every important advertisement and keep a close daily record of returns therefrom. So far as possible, the offers for samples, booklets, etc., in a given series are kept roughly uniform, in order that the tests may be fair in that respect, but otherwise the series may vary very widely as to size, style of display, illustrations, etc.

The cards bearing these daily records become the very heart of my work. As each advertisement appears in its turn, just so surely does its record appear on its card,

and so regular is the curve of these responses that by the third or fourth day I can tell approximately what will be the final "score" of the advertisement, and can kill a poor advertisement before it has had time to appear a second time.

As my principal list is at present arranged, the returns will be somewhat in the following ratio, the absolute figures varying with the advertisement:

First day	45 responses
Second day	84 "
Third day	196 "
Fourth day	189 "
Fifth day	106 "

After the fifth day the returns decrease gradually, with a few stragglers daily for a month or two after a single insertion.

By watching this "thermometer," it has often been possible to make each successive series of a given class of advertisements produce increasing returns, regularly, excepting when radically different copy has been from time to time introduced experimentally, when the newcomer, being based upon no previous experience, may be strong or weak. This increase has become so definite a thing that, after six or seven months of watchful development of a type of copy, the exact order in which a new series of a dozen or more advertisements will "score" can be closely foretold.

When an advertisement proves itself a headliner, I naturally repeat it in the next series or a subsequent one. Sometimes (1) the repetition will be absolute, in which little new can be learned; at other times (2) I will change the advertisement in some one important detail, as of arrangement or illustration, having the balance of the advertisement the same.

NEED OF FREQUENT CHANGE OF COPY PROVED

From the former course, I have become convinced that an advertisement repeated unchanged within two months, in the same list of papers, will never pull as well the second time. This loss is not

With the June issue *Everybody's* celebrates its tenth birthday under its present management.

During these ten years, *Everybody's* has risen from comparative obscurity to the foremost position in the magazine field.

Stop for a moment and ask yourself why *Everybody's* has attained this distinctively individual position.

Everybody's is a magazine possessing a characteristic personality of its own. It has a place in the public mind occupied by no other publication. It is a magazine with a purpose, but it has never let that purpose run away with its sense of humor. On the entertainment side, *Everybody's* is noted for the best stories obtainable anywhere in the English language.

The wonderful balance of *Everybody's* editorial policy has enabled it to attract the highest class of readers.

It is the one magazine in which the reading public has come to expect the unexpected. Always in the forefront of every progressive movement, *Everybody's* to-day has a bigger, better and stronger position than ever before.

Take advantage of this. Tell *Everybody's* readers your sales story in the publication they support.

Everybody's Magazine

Average Monthly Net Guaranteed Circulation 600,000
\$600 a Page

The Ridgway Company, New York

so great as to forbid my repeating a good puller within that time, rather than run a dark horse, but it is great enough to make me abandon many a moderate success, preferring to take my chances with a new candidate. The difference may be slight, but it is always there. Of three insertions of the same advertisement in one week, the first has pulled only a little less than the other two combined. I do not ask better argument for frequent change of copy, provided that quality of copy remains equal.

When (Case 2) the advertisement is changed in some one essential detail, the most important and conclusive tests are made. An advertisement ran in all type, clear, open and legible. It pulled remarkably well, but, not satisfied, I included it in the next series, identically worded, but set in six-point solid, with its heading greatly reduced, but incorporating a cut that "told a story." The returns increased 50 per cent, although the two advertisements ran in the same list and occupied exactly the same space. And the second advertisement was handicapped by the fact discovered above—that an early repetition of the copy brings less results than the first insertion, other things being equal.

TESTING PUBLIC FOR TALKING POINTS

This shows how the results of one test bear on those of another. Had the number of returns in this last case been close, I should have been led astray by them had I not the other test to guide me. The test is also a step in proving the value of illustration.

In a campaign of a few years ago we felt that a very large part of the business arose from advertisements directed along a certain line, and this was accordingly played up heavily. The adoption of free samples made a keying system possible. Within two months we saw that the theorizing of years was entirely at fault; that a certain argument was of minor interest and the space devoted to it was therefore reduced.

Conversely, a single experi-

mental advertisement on a hitherto neglected subject outpulled any other advertisement in the series two to one, and since that time that subject has been given a prominent position in every series.

Similarly, feelers thrown out in the shape of small advertisements—often rate-makers—have many a time shown the public's interest or lack of interest in some new line of approach. If successful, this has found a place in future campaigns.

I am at present awaiting results from an investigation which suggests the details into which it is possible to go. In a recent series I had three advertisements of which, by merest chance, the headings and the texts could be interchanged. Here was an opportunity too good to be missed. I shuffled the headings and texts before putting the advertisements into the next series, and expect, by comparing the two sets of returns, soon to have a good idea whether the comparative strength of the three advertisements depended largely on the headings or on the balance of the copy.

The importance of the finer details of display are equally well tested by this method. Not only can it be quickly shown whether or not illustrations are worth the space they occupy, but the best position for the illustration is as readily determined. Shall the illustration be at the top, with the heading immediately following, the text last? Shall the title come first, then the text, with the cut artistically balancing the whole, at the bottom? Or is some other arrangement preferable? The solution is worth seeking.

In the comparison of various mediums, keying serves in good stead, although the results in this field should be even less mathematically reckoned. More common sense must enter into the proposition. In examining individual papers or magazines, it would seldom be safe to throw one out solely because it did not show up well in keyed returns, any more than to discard for general use a line of copy that failed in a certain paper, whereas one might discard the same copy if

A NEW RECORD

For years THE CHICAGO TRIBUNE has printed more advertising than any other Chicago paper. It remained for this spring season to mark a new record for THE TRIBUNE, which appears below.

On the following days in April and May (this advertisement written May 11) THE CHICAGO TRIBUNE printed more advertising than the three other Chicago morning papers COMBINED. This record is especially noteworthy in view of THE TRIBUNE'S strict censorship of advertising, which is not observed by the other papers:

DATE	TRIBUNE	3 OTHER MORNING PAPERS	TRIBUNE'S EXCESS
April 8	104.00 columns	102.52 columns	1.48 columns
" 15	113.32 "	110.94 "	2.38 "
" 18	111.56 "	107.12 "	4.44 "
" 23	119.44 "	111.98 "	7.46 "
" 30	111.82 "	102.29 "	9.53 "
May 2	100.31 "	92.15 "	8.16 "
" 7	102.74 "	100.05 "	2.69 "
" 9	112.66 "	101.42 "	11.24 "
Totals	875.85 columns	828.47 columns	47.38 columns

In addition to this new and significant record, THE CHICAGO TRIBUNE has another to announce of almost equal significance.

In the first four months of 1913, Chicago's first newspaper has printed more advertising than the first paper in New York City. Here are the figures:

JANUARY-APRIL, 1913, INCLUSIVE

THE CHICAGO TRIBUNE . . . 4,418,634 lines

First New York Paper 4,204,403 lines

CHICAGO TRIBUNE'S EXCESS 214,231 lines

The Chicago Tribune

The World's Greatest Newspaper

(Trade Mark Registered)

it failed in a representative list. The mental type of the readers of a paper must be taken into consideration. One would hardly expect the habitual readers of a three- or five-cent financial daily, for instance, to write as freely for samples on a 50- or 75-cent proposition as would the readers of a popular one-cent paper, simply because, taken as a class, the former are more well-to-do than the latter, on the average, and more likely to spend a small sum outright rather than to bother about samples.

But by allowing for such fundamental differences, and by using keyed returns as a link rather than as a whole chain, much useful evidence may be deduced.

Not long ago I tested two of what might be called the second string of New York dailies, comparing the returns with those from the first-rank papers of similar class, pro rata, of circulation and cost. The result was a speedy confirmation of my previous impression—that for my particular proposition they were not worth the price asked.

HOW HIS "STANDARD COPY" TESTS NEW MEDIUMS

Copy which I have "standardized" by recording its pulling power in representative daily papers of unquestioned value is to me exactly what "standard solutions" are to the analytical chemist—I use them over and over again to gauge the strength of other classes of mediums, always pro-rating results as to circulation and rate per line. More than once this process has shown the value of classes of papers which had previously been overlooked, and some of which could never have been measured by any test of their direct effect on sales, because of their broadcast circulation.

Equally, such "standardized" advertisements help to point the finger of suspicion at the weaker brothers which have crept into the list.

An advertising man has been spending thousands of dollars in one very large class of mediums, unquestionably going into just the

territory where the rest of the campaign was thought weak. By every theory that he or his associates could deduce, the mediums should have been ideal for his proposition. So strongly were they entrenched that he had never keyed his returns from them. One month he did so. Returns were so small that he discovered that each inquiry cost from eight to twenty times as much as from the same advertisements in other tested mediums.

The blind follower of keyed inquiries would have dropped the mediums at once, but this man was not content to do so. Other large advertisers, whose buying of space was usually of the closest, continued to employ their columns freely; and after using the mediums for so long a time, he hesitated to drop them and lose the cumulative effect of his past advertising. But every keyed advertisement told the same story.

Representatives of these mediums insisted that it was because their readers were "somehow" of a different kind, men and women who, for some reason, did not respond as freely as readers of other literature. Examination of original inquiries failed to disclose any marked difference. The writers appeared to be of a slightly higher average type than those who responded from one similar class of mediums, and slightly lower than those who responded from another. The only explanation seemed to be that, while the periodicals in question undoubtedly had wide circulation, they were not vital enough to the individual subscriber to be closely read. His investigations seemed to prove that practically every subscriber also took one or more of the other mediums which he used.

This is typical of the relations of keyed returns to the determination of mediums. A poor showing did not cause this group to be dropped, but it did direct suspicion towards it and demand that it prove its value.

Certainly, mixed with brains, the keyed return is the best and quickest single test for which the general advertiser can hope.

A rich vein. Are you working It?

93 % of Philadelphia's population live in separate dwellings. Of 343,847 homes, over 50% are owned by their occupants.

Philadelphians are proud of these homes and the greatest part of their earnings goes toward home maintenance.

4790 grocers distribute table products, food specialties, etc.

368,000 bathrooms offer a live market for fixtures, toilet preparations, soaps and personal articles.

Philadelphia has a \$3,000,000 weekly payroll.

When you advertise in Philadelphia remember it is the "City of Homes" and that it is reached most profitably by the real home newspaper—

The Philadelphia Bulletin

April Circulation

303,090 Copies
a day

A larger circulation than any daily paper has ever attained in the State of Pennsylvania.

"The Bulletin's" circulation figures are net—all damaged unsold, free and returned copies have been omitted.

If you want "Philadelphia", You Need
"The Bulletin".

WILLIAM L. McLEAN, Publisher

CITY HALL SQUARE, PHILADELPHIA

CHICAGO OFFICE—

J. E. Verree,
Steger Building

NEW YORK OFFICE—

Dan. A. Carroll,
Tribune Building

WHEN A REVERSAL OF POLICY IS DUE

HOW THE MOTORCAR MANUFACTURERS ARE LEARNING TO TAKE ADVANTAGE OF THE ADVERTISING OF PARTS—CHANGING THE INDUSTRY FROM AN ADVENTURE IN FINANCE TO A MERCHANDISING PROPOSITION

By Roy W. Johnson.

Charles W. Mears, advertising manager of the Winton Motor Carriage Company, Cleveland, said in a recent address before the Cleveland Ad Club (printed in full in *PRINTERS' INK* for April 10, 1913):

"Since motorcars have become an indispensable element of our civilization it follows that this now spectacular industry will attract to itself what it most needs, and will, as time goes on, fall more and more into the guidance and control of sober-minded men of capacity: men who know the conditions that must be met. These men will divorce the industry from its flagrant faults and direct it safely along these common, plain-faced, everlasting lines of foresight, caution, judgment and integrity that have helped to make other industries enduring."

The processes which are bringing about the change of the motorcar industry from a purely financial adventure to a merchandising proposition are interesting not alone to the car and accessory manufacturers, but to any manufacturer whose goods are sold by "popular" appeal—that is, an appeal based upon something besides mere utility. Any manufacturer who uses the product of others in the making of his product, and who sells his goods through more or less independent channels, may at any time be obliged to harmonize conflicting forces. The automobile situation at the present moment may contain some helpful suggestions as to *where to look for trouble*; and how to remedy it when found.

Some years back, a promoter and an advertising man went to a retired retail dealer in men's

clothes. "There's millions to be made in the automobile business right now," they said. "We have got everything we need but the necessary capital to start on. Put up \$25,000 and we'll name the new car after you. You may lose your money, but the chances are heavily in favor of a big profit."

The retailer was a sport. Possibly he was bitten by the automobile bug, too; at any rate the money was forthcoming. Five thousand of it went to an engineer who put the proposed car on paper, and the rest went into advertising. It bought some very big space, into which the advertising man put his choicest copy, all aimed to get would-be dealers to "sign up for this magnificent new proposition *now*—before it is everlastingly too late." The dealers did sign up—a year in advance—and on the strength of those dealer promises, in connection with estimates as to the number of cars each dealer could sell, the company was able to sell enough stock to rent a building in which to put together its first cars and to go ahead with the construction of a factory of its own. That is cited just as a sample of the automobile business in the days when it was a financial proposition—which days are rapidly passing.

THREE FACTORS OF CHANGE

Interviews with automobile men in all sorts of capacities, and a study of the general situation from several angles, indicate that there are three factors which are gradually molding the industry into new forms, where it is coming more and more to be recognized as a merchandising problem—not a financial proposition. Those factors, briefly, are these:

- (1) The automobile manufacturer.
- (2) The manufacturer of parts.
- (3) The automobile selling organization.

Now out of the approximately 200 concerns which are liberally entitled to the classification of car manufacturers, and who did last year a combined business of around \$300,000,000, there are five or six—maybe ten—whose names

alone stand for a definite, particular value. Those manufacturers are in a peculiar strategic position, and will be affected to a much less extent by the influences which are going to change—and are already changing—the complexion of the rest of the industry.

Let me describe a car manufacturer as he was described to me by somebody who would probably lose his job if the picture should be identified. "Blank is one of these fellows who has let himself be bluffed into the belief that he is, a great man," said my informant. "He has got a crowd of bootlickers and sycophants around him out there at the factory, and every time he pounds the table and goes off at half-cock they tell him about the light of battle in his eye and what a magnificent thing it is to be able to *decide* things—wrong. Most of the time of the officers is spent in conferences on competitors' advertising, and in hurling bunches of ginger-up at such members of the sales organization who happen to be within reach. The factory is allowed to run itself pretty much—which is a good thing, for the men are efficiently trained and handled by the superintendent. The most important adjunct to the factory is the advertising agent, who knows how he landed the account all right, and knows how to hold onto it. He keeps divvends down with a series of full pages telling that the Blank car is the greatest car in the world and that it is made by the greatest master manufacturer of history. We've just about come to the conclusion that everything the factory does besides the bare assembling of a good motorcar is wrong on principle."

That situation isn't exceptional, in any sense. I have heard it duplicated time after time. It is a part of the hang-over from the days when car manufacturing was an adventure in finance: when the "manufacturer" raised the money, hired a competent man to make cars, and spent his time putting up a bluff. Bluffs used to "go" fine when a manufacturer could

offer a "ten-thousand-dollar speed trophy," which cost \$275.50, and get his picture and a thousand-word write-up in most of the newspapers and all of the automobile journals. The press-agent game was studiously attended to by these manufacturers, and took so much time that the factory was allowed to go its own gait—which was well for the factory, for the product has always been much better than the habits and experience of the men who made it would lead one to expect.

"MANUFACTURED" VS. "ASSEMBLED"

So the boss went out after "publicity"—which in automobile circles *always* means free reading notices—and, in order to insure that its quality should be satisfactory, refused to allow his advertising man to put anything in the paid space except the most glowing descriptions of the Dash car as the exclusive product of the Dash factories. Admissions that the car was assembled in whole or in part of the product of other factories would share the glory—and the "publicity." Furthermore, it was a splendid talking point against competitors to assert that *they* were "assembled," and as such were unworthy of serious consideration. Thus it came about that the "manufactured" car was praised to the skies, and the "assembled" car was never mentioned save as a reproach upon the fair name of the industry.

Now just about the time that a hundred or so manufacturers got well started buying parts from Tom, Dick and Harry and assembling them into cars which were touted as exclusive factory products, Tom and Dick began to advertise to the motor-driving public. Timken axles, Hyatt bearings, Gemmer steering gears, Continental rims, Buda motors, Mayo radiators, Schebler carburetors, Bosch magnetos, began to make their own individual bids for approval. The men who went around to examine cars with a view to purchase began to exhibit a praiseworthy curiosity as to the source of the parts, and the salesmen be-

gan to damn the factory policy which compelled them to talk up the car as a factory product. It sounds nice to say, "We make this radiator ourselves, because nothing is too good for *our* car"; but if the customer was prejudiced in favor of a particular make of radiator and was persistent on the subject of radiator guarantees, it often led to perspiration on the part of the salesman. All the time the radiator might be the make the customer wanted, but the salesman couldn't say so.

FRICITION WITH THE SALES FORCE

Of course competitive salesmen were quick to spread the information that a particular car was not a "manufactured" product, and the motor-buying public soon got to know well enough what the facts were. But the factory still insisted upon the bluff. Little by little it admitted that certain important parts—such as axles, for example—were purchased from outside; but dignity demanded that the factory advertising copy should give the impression that the car was totally unlike any other car, and was far superior to any automobile that the mind of human man had yet conceived. Naturally the salesmen, who were up against the actual selling conditions, could not co-operate properly with that sort of copy (which ran clear through catalogues and all the rest of the factory literature), and a certain amount of friction developed. Mostly it was unexpressed, but anybody who will go out and hunt will find it the moment he gets away from the ten or a dozen leading makes which can be honestly called manufactured cars.

As far as the parts manufacturers were concerned, of course they were doing the advertising to car-owners for the purpose of forcing car-makers to use their parts. They expected the motorist to take an interest in his axles or his radiators, and they were not disappointed. Their success proved embarrassing to some of their customers, but they were not responsible for that. Some of them even tried to get permission to print a list of the cars using

their product, but certain car manufacturers refused, thereby losing a chance to get some of the parts-makers' good will behind them.

Stated simply and briefly, the parts-makers unintentionally called the car manufacturers' bluff. By advertising parts they created demands for parts, which the car manufacturer could turn to his own advantage only if he were willing to drop his fiction about the "manufactured" car. The good will engendered by the advertising of parts could be made to help the manufacturer of cars if he would tell the truth in print. Moreover, his own sales force was anxious to take advantage of the extra good will, and was disgruntled with the old policy.

Strange as it may seem, the car manufacturers have wriggled and squirmed in every possible direction almost, to avoid coming out with the truth, which pretty nearly everybody knows anyhow. They have bragged about their wonderful car in twenty-four-point Caslon, and listed the various parts in eight-point Roman down in one corner. They have sung about "miles per gallon of gasolene" or "repair cost per season" while carefully ignoring certain features in the specifications. I was able to discover only one case where the manufacturer seems to be trying to hitch up the parts manufacturers' advertising in his sales team, and even he is trying to *seem* not to do it.

The Cole Automobile Company is advertising its product as "standardized,"—which is simply a term invented to mean "assembled" without saying so. There is nothing the matter with the term, except that everybody knows what "assembled" means, and not everybody knows what "standardized" means when applied to a motor-car. Some folks are likely to think that it means "a car just like every other car." The Cole concern is printing a list of parts (most of which are independently advertised), and explaining that they are "standard" in that they are used by a long list of the best-known cars and may be fairly assumed to be of known value.

I am told upon good authority that within a few weeks there will appear an advertisement which will firmly and squarely meet the issue: which will say, "This car is an *assembled car*, because the combined knowledge and experience of a dozen specialists is worth more than the knowledge of a single man, no matter who he is. Timken can make better axles than we can. Continental can make a better motor than we possibly could without years of experimenting. Booth was working on the demountable rim problem before we began to make cars, and what he knows there is no need for us to learn—or for you to pay us for learning." Unless all signs are remarkably deceptive, that ad is going to make a big hit. It is going to have the great majority of the car salesmen with it, for one thing, and it will get help instead of hindrance from the parts-makers' advertising.

Another concern has in the press at this moment a booklet which contains in one column the name of each part used in the car, and in a second column the names of all higher priced cars which use the same part. The burden of the booklet is this: "Why pay \$6,000 for a car when you can get seventy-five per cent of the same parts here for \$2,500?" Just as an example of how stealthily the thing is working out, it is worth noting that the company in question did not dare to ask the parts-makers for lists of cars using their parts, for fear that they would specify that the lists should not be used for advertising purposes. The high-priced car-makers, of course, are also customers of the parts-makers and might not be pleased.

Really, this swinging around to the point where a manufacturer will admit with good grace that his car is an assembled car is a very great triumph for advertising—the parts-makers' advertising. First it went and captured the motorists, then it started revolt in the camp of the car manufacturers' salesmen, and now it has gone a long ways toward capturing the manufacturers themselves. When the car manufac-

turers learn that it has also removed most of the popular prejudice against assembled cars, they will capitulate promptly.

The consensus of opinion among the men on the firing line of the industry seems to be that the trade battle of the future is to be fought out along the line of service to the car-owner. There has been too much selling of one car once, and *not enough building for the repeat orders*. New business has been too easy to get, and the user has been allowed to take care of himself. So he has gone out and bought another car, developing himself into a first-class knocker for the first make.

One New York sales agency is writing to all users once a month, appointing a certain day and hour at which each car will be inspected. Those are actually appointments, not bluffs, and it is reported that they are pretty uniformly kept by both parties.

A representative of a manufacturer of a very important part said that in his opinion there is going to be a battle royal between the manufactured car and the assembled car. The latter will have all the parts-makers to help, and the former will have a hard time to survive. Probably he was too optimistic, but it is certain that the advertising which is being done on behalf of parts can be turned to advantage by the manufacturer of the assembled car if he feels inclined.

RUGGLES EASTERN MANAGER OF "LESLIE'S"

Howard P. Ruggles has been appointed Eastern advertising manager of *Leslie's Weekly*. Mr. Ruggles was at one time advertising manager of *Hampton's Magazine* and later of the *Smart Set*.

COSTELLO MADE VICE-PRESIDENT OF CHARLES AGENCY

George Costello, who for twelve years has been connected with Doubleday, Page & Co. as representative, has become vice-president of the H. H. Charles Advertising Agency, New York.

On May 7 the J. Walter Thompson Company closed their St. Louis office. E. H. Thielecke, manager of this branch, will be in the future associated with the Chicago office of this company.

THE RED BOOK MAGAZINE
that dominate the other magazines

ture that dominate the other magazines

MUNSEY'S MAGAZINE

CONTENTS FOR MAY, 1911

Every advertising page in THE RED BOOK MAGAZINE faces a page of reading matter

MAY McCLURE'S

Hearst's Magazine

CONTENTS FOR MAY, 1912

Frontispiece

Special Article

Are Women Less Troubled Than Men?
for Ball-Players and Their Earnings
Location Savings Movement
in Entry
of American History

00001-00001

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Departments and Mis

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The American Magazine

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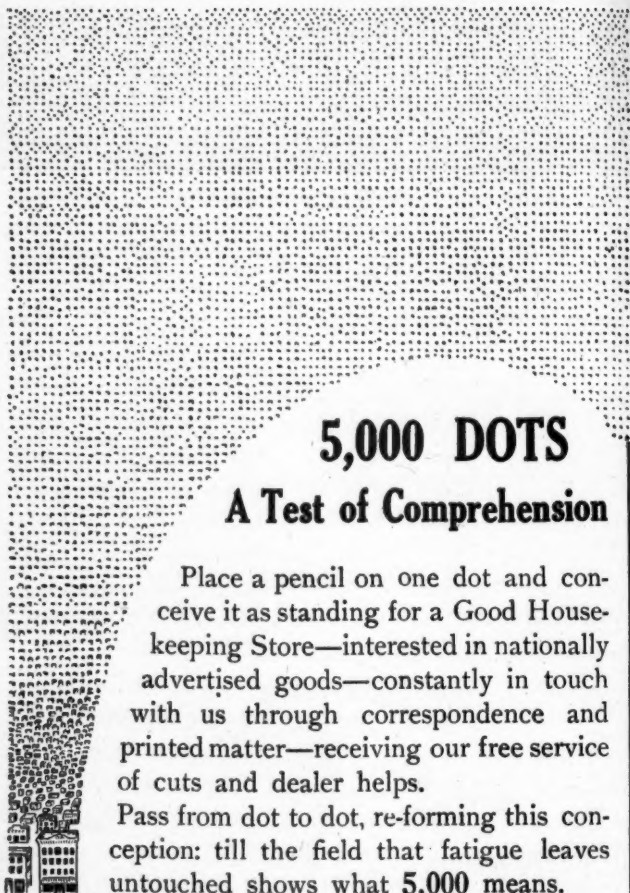
SCRIBNER'S MAGAZINE

1997

MAY 1913

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5,000 DOTS

A Test of Comprehension

Place a pencil on one dot and conceive it as standing for a Good Housekeeping Store—interested in nationally advertised goods—constantly in touch with us through correspondence and printed matter—receiving our free service of cuts and dealer helps.

Pass from dot to dot, re-forming this conception: till the field that fatigue leaves untouched shows what 5,000 means.

The affiliation of over 5,000 live distributing centers is the Dealer Co-operation we deliver when you advertise in

Good Housekeeping Magazine

Co-operates with the Retail Merchant

NEW YORK

WASHINGTON

BOSTON

CHICAGO

WRONGFUL COMPETITION AS UNCLE SAM SEES IT

EXTRACTS FROM THE RECORD IN THE CASH REGISTER CASE WHICH INDICATE SOME THINGS TO AVOID WHEN NEGOTIATING FOR THE PURCHASE OF PATENTS—MONOPOLY BY AGREEMENT AND MONOPOLY BY COMPULSION BOTH OBJECTIONABLE

III

Buying up patents without the intention of manufacturing under them is dangerous. Likewise, it is dangerous to make inventions and patent them for the sake of preventing competitors from doing the same thing. A patent is a monopoly granted by the Government for the period of seventeen years, in return for the publication of all the details concerning an invention. But the Government seriously objects to the use of the monopolies it has granted as a means of forming other monopolies in violation of the Sherman Act.

Part of the feeling against what the Government considers the abuse of patents has taken the form of legislation in the Oldfield patent bill; particularly in the section which provides for the issuance of compulsory licenses after a patent has remained idle for three years in the hands of someone who is not the original inventor. Wholly apart from the provisions of the Oldfield bill, however, it may be stated that the Government is opposed to any use of a patent which is obviously for the purpose of preventing a competitor from exercising his legal rights with respect to the same invention. In other words, it is dangerous (1) to buy a patent simply to prevent a competitor from buying it, and (2) to make an invention for the sole purpose of keeping a competitor from making and using a similar invention.

The Government, to put it briefly, grants patent monopolies for the purpose of promoting the public welfare, and when they are used to hinder progress and to prevent the public from receiving

the full benefit of the inventive genius of its members, the Government objects. A statement like the following, made in the columns of *The N. C. R.* and introduced as a Government exhibit in the cash register case, would instantly direct suspicion toward the concern which made it:

"We have four experimental departments working on patents, some of which we may not put on the market for two or three years to come. We don't believe in making improvements faster than competition forces us to. We don't want to sell a cheap register, because it won't protect a man's business.

"(Signed) Jno. H. Patterson."

According to the Government, that is wrongful competition. Rightful competition includes the desire to go ahead improving one's own product as rapidly as possible, without regard to what competitors are doing.

TWO SORTS OF MONOPOLY

"You must compete," says the Sherman law in effect, "if there is anybody who wants to go into the same line of business with you. If you make agreements with competitors whereby you do not compete, that is restraint of trade. If you fight competitors too hard, using unfair methods, that, too, is restraint of trade. It is not a crime to control 100 per cent of the business in your field, provided nobody else is willing or able to fight for a part of it, but it is a crime to 'conspire' with that person to keep out of the field, or with somebody else to force him out after he is once in."

There is a wide range of competition which is legitimate, but there is a point below which competition is too weak, producing monopoly by agreement, and another point beyond which it grows too strong, and tends to produce monopoly by compulsion. The moment competition gets above or below the limits of a fair fight for a fair share, the Government begins to object.

The cash register case is a case

which involves monopoly by compulsion, as the bathtub case, and to a certain extent the Standard Oil and American Tobacco cases, involved monopoly by agreement. The bathtub case showed how a patent could be used to further an agreement to monopolize, and the cash register case shows how patents can be used to force competitors out of business. Either use of patents is wrong, according to Uncle Sam.

Now, before going on with further quotations from the record, it may be well to emphasize again what was said in the first article of this series, that in general it is safe to mind one's own business and dangerous to mind a competitor's business. With that in mind, it will be understood that the institution of a department to watch competitors' patent applications might be legitimate or not, according to the purpose under which it was conducted. Mr. Chalmers testified as follows regarding such a department at Dayton:

Q. Do you know a person by the name of Bockhoff?

A. Yes. He was manager of the—what we called the future demands department, I believe.

Q. What is meant by the future demands department, as they called it?

A. Well, his business was to keep in touch with the future demands of the trade and to watch for all publications in the patent journals of patents that were issued on cash registers; he would then call upon the inventors of these devices who had taken out these patents and make an offer to purchase those patents.

Q. What, if anything, was said to you by Mr. Patterson in relation to the employment of this man Bockhoff?

A. The idea of employing him for that position was suggested—the idea of employing a man for that position was suggested by Mr. Patterson to me, and I suggested the name or the employment of Mr. Bockhoff to him.

Q. What was it he said with reference to the business he was to do?

A. He told me he thought it

was very important to have what he called a "danger" man, a man who would go ahead of the organization, so to speak, much like an engineering corps does on a railroad, and he was to find out what was ahead of us; it was far better to buy these devices and patents as they were issued than to try to buy the companies after they were formed.

MAKING USE OF "PAPER PATENTS"

Up to a few years ago there was a regulation in the Patent Office at Washington that an inventor could make application for a patent by filing in writing a complete description of his invention, and three years were allowed him in which to complete a model. If at the end of three years no model had been entered, the application would lapse, but it had practically the force of a patent during the three years, because the maker of it could make it good at any time by entering his model, and no rival could enter an application on the same invention without giving notice. "Paper patents" was the term applied to these three-year-term applications.

Mr. Chalmers' testimony continues:

Q. How long was Bockhoff at the head—performing these duties you have described?

A. I think two or three years.

Q. Was he in the employ and fulfilling this position at the time you resigned?

A. No; I think at the time I resigned he had changed from that and was district manager at Cleveland.

Q. Who succeeded him in this place?

A. I don't remember; I think it was put under Mr. Muzzy.

Q. Mr. Muzzy, the defendant here?

A. Yes.

Q. Now, can you explain to the jury what has been called or used in this trial several times as "paper patents"? What was understood by that, as to what it meant in the organization of the National Cash Register Company?

A. Well, at that time we would

take out patents on competing machines, on improvements upon competing machines, figuring out that they would sooner or later get to those improvements themselves, or try to, and we wanted to anticipate the improvements which they themselves would find it necessary to make, and cover those with patents, so that when they came to make these improvements they would find that the National Cash Register Company already had taken out patents, paper patents mostly, almost wholly, upon the inventions, upon the improvements which they found it would be necessary to make to their own machines. * * *

When the American Cash Register, which is the first one on this list—I don't know whether it was the American or the Hallwood, because it was all one company, I understand—when this was built, we would take the Hallwood machine to Mr. Muzzy— * * *

He was instructed to put a tape printer on the Hallwood machine; they didn't have a tape printer—but to put a tape printer on in as many different ways as he could, upon the Hallwood machine, so as to cover up all possible chance they would have to put a tape printer on theirs.

Evidence as to the purpose behind the future demands department was secured from Joseph E. Warren, former assistant head of the competition department. As stated above, the mere fact of watching competitors' patents is not objectionable, neither is it necessarily a crime to attempt to purchase them. But when either of those things are done in such a way as to indicate that the primary object is to injure the competitor, it begins to approach the danger line. Mr. Warren testified that efforts would be made to get the patent owner to come to the factory.

Q. Well, do you know what happened when they came to the factory?

A. They were shown these models with a view of—

Mr. Maxwell: Never mind about the view, tell us what you know.

A. That is what I say; I

would show them these models and try to show them we had patents we discarded years ago that were really better than what they wanted to sell us; that if they would take a fair price for them, we would be very glad to buy them, because if we ever wished to use them at any time, we would have them to draw on; in fact, they were worth more to us than anybody else. The object of taking him through the factory was to let him see that he had something that he had more value placed on than it was really worth. As a rule, that is always asked for a patent.

Q. What else was done with respect to these men, if you know?

A. Well, if we didn't close with him, the patent department kept in touch with him from time to time, with a view of buying his patent, if it could be bought, kept in touch with him by correspondence or visits, with a view of buying his patent if he would ever be willing to sell it at a price we would be willing to pay for it.

SOME DETAILS OF ORGANIZATION

After the patent owner was shown all the models in the historical room (which will be described in due course), and after the patent department had failed to make a deal with him, the future demands department took up the case again. Mr. Warren was asked about the organization of that department.

Q. Do you know of any other office?

A. We had an office in Indianapolis; it was not an office of ours; that is, it was not known as ours, but we had where we would correspond through that office, and our mail through that office was returned to us.

Q. How was that?

A. The letters were written from the factory.

Q. Where?

A. Dayton, Ohio; the National factory.

Q. What was done with the letters?

A. It was simply a way of getting at the party who wanted to sell his patent, through an-

other source—to keep in touch with him.

Q. What do you mean by "another source"?

A. Well, when a man came to the N. C. R. factory to sell a patent, he always wanted a great deal more than if some individual would buy it from him.

Q. What do you mean by "another source"—might sell that through another source—what do you mean by that?

A. Well, we might have someone else buy it for us.

Q. How is that?

A. We might have someone else buy it for us.

Q. What is the fact as to whether or not this special office in Indianapolis was maintained for that express purpose?

A. No; it was not maintained for that express purpose; it was just the purpose that he would remail the letters—it was a party there that would remail the letters to the office.

Q. We want to know about that. Who was the party?

A. I think that the party's name was Snow.

There is a difference of spelling in the record, due, no doubt, to different stenographers. "Bockhoff" is spelled "Bickhoff" throughout Mr. Warren's testimony, but the latter is evidently referring to the same man mentioned by Mr. Chalmers.

GETTING A BETTER PRICE

Q. Who wrote the letters in Dayton, if you know?

A. Mr. Bickhoff.

Q. What was his position?

A. He was the head of the future demand and improvement department at that time, I believe.

Q. Do you know what became of those letters?

A. After Mr. Bickhoff received them?

Q. Yes.

A. Well, he would put them in his files, the same as any other letters.

Q. No, I mean the letters that were written at the factory that you said a while ago were sent to the Indianapolis office? I mean those letters that were written at the factory?

A. Mr. Bickhoff had a letter-head, as though he was Snow, and then he would mail them to Indianapolis, and they would mail them out and it would come back—the answer—to Indianapolis, then be mailed over to Mr. Bickhoff, and he would reply and keep in touch that way.

Q. At the same time that these letters were going out with Snow's name, were there other letters going out from the factory at Dayton to the same patentees?

A. No doubt there were.

Q. By whom were these letters signed?

A. By the proper officials who wrote the letters.

Q. Who was the proper official who wrote the letters?

A. Mr. Muzzy, Mr. Hayward or Mr. Bickhoff.

Q. What was the purpose, if you know, of maintaining these two offices, or of corresponding in these two different ways with these patentees?

A. As I have stated before, it was to get the man that had the patent down to a proper price, and if we could, we would buy it.

Q. Was there any effort made to conceal from the patentee the fact that all the parties connected with these transactions were connected with the National Cash Register Company?

A. Well, if he had known we were the same—if he had known we were all the same—our purpose would have been lost.

For the sake of continuity, next week's installment will go on from this point and show what happened in case the patentee refused to sell, and cash registers made under the patent were actually put on the market.

HILL WITH "TO-DAY'S MAGAZINE"

George Thorne Hill, Jr., who for ten years has been connected with the McCall Company and for the past four years secretary and manager of that company, and business manager of *McCall's Magazine*, has assumed the general management of *To-day's Magazine*.

The advertising department will continue to be in charge of Will C. Izor, with offices at No. 1 Madison avenue, New York City.

Proofs of Progress

An advertiser of strawberry plants tabulated the results of one month's keyed advertising in 47 farm and country publications.

He had received 3559 inquiries.

THE COUNTRY GENTLEMAN had produced 551 of these—more than any other publication. The cost per Country Gentleman inquiry was 10c.—lower than for any other publication.

Incidentally, this advertiser's figures were a tribute to the whole farm paper field, because they showed for the whole 47 publications a very low average cost—36c. per inquiry—and only four papers in the entire list cost more than \$1.00. A few years ago this same advertiser had in some cases paid as high as \$10.00 per inquiry.

This indicates that the leading farm papers are rendering a service that is increasingly efficient.

It also indicates that THE COUNTRY GENTLEMAN is one of the leaders in this increased efficiency.

Have you looked through THE COUNTRY GENTLEMAN recently, and noted the vigor of its editorial content, the strength of its physical appearance, and the volume, variety and obvious high standard of its advertising?

These, even more forcefully than such records of success as we might recite, prove its progress.

THE CURTIS PUBLISHING COMPANY
INDEPENDENCE SQUARE, PHILADELPHIA

We Sell Business Insurance

The other day I ran across a little advertising sermon one of our well-known advertising agents had prepared, and this paragraph attracted me most particularly—

"So many advertisers forget that every year a new generation of buyers has arisen who was not present when their products were introduced to the market and does not therefore understand all the whys and wherefores."

That's just what I say. You insure your life, your buildings, your raw material, your silverware—you have fire insurance, accident and life insurance—in fact, you have almost all kinds of insurance against loss. Then why not have some business insurance in the form of advertising directed to this "new generation." St. Nicholas provides you with the exact answer along this line.

Right now is a good time to include St. Nicholas in your plans for next season.

DON. M. PARKER
30 Union Square New York



THE PLANNING AND PRINTING OF MAIL PIECES

HOW SOME "CURIOSITY PROVOKERS"
HAVE BEEN DESIGNED—EFFECTS
IN TWO COLORS—INGENIOUS AR-
RANGEMENTS TO BRING REPLY

By Gilbert P. Farrar.

When an advertising man prepares copy for a magazine, or newspaper, street-car card or a billboard, he usually knows the exact space to be filled, its cost, and the class of people that will probably be reached.

In other words he has definite data to guide him.

But when it comes to mail pieces to selected lists, that's a somewhat different proposition as regards size and cost.

In my advertising experience I have helped produce at least 500 mail pieces, and I have seen and studied at least twice that many more.

My study and observation of the mail-piece problem have proven that the mail piece is a thing without limit in plan or price.

You can do as much or as little as you please with a mail piece, depending entirely on whether you have so much to spend on each piece or whether you have a commission to get results regardless of price.

On investigation one will find that good information on the production of mail pieces is about as scarce as snowballs on the Sahara Desert. And this is undoubtedly the cause of so much waste in the price of some mail pieces.

The best mail pieces I ever came across were printed in only two colors, while some of the least effective and most confusing mail pieces that came under my observation had dollars upon dollars' worth of art-work—cuts and colors being smeared on every spare inch of space.

When you go beyond two colors in mail pieces you are on risky ground; you are almost sure of spending some money that will not increase the value of your appeal.

Of course, there are exceptional cases, but they are very few and only serve to prove the rule.

Out of the 500 mail pieces that I have handled, *not one* of them was printed in more than two colors, and, with probably one or two exceptions, they have never pulled less than one per cent of replies. Some of them have pulled as high as thirty per cent of replies. It all depends on the proposition advertised.

I have heard it reported that the Chalmers Motor Car Company traced the sale of 1,000 cars directly to a series of mail pieces, *in one color*, sent to a large list.

I have never heard of a third color on a mail piece producing results in increased proportion to

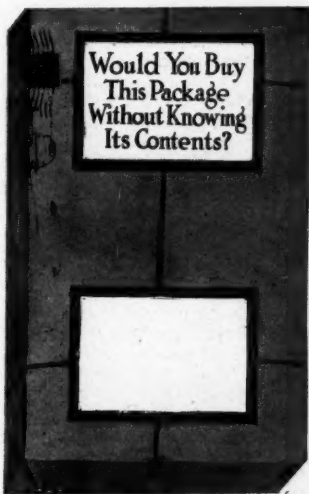


FIG. 1—AN EXCELLENT CURIOSITY AROUSER

the cost of the two-color mail piece.

All of this indicates that the idea in a mail piece is the most important feature. Of course, how the idea is "dressed" is important. But if we can show a prospect an idea in one color in the magazines and newspapers, doesn't it stand to reason that two colors on a mail piece ought to bring home the orders?

If art-work and fine cuts in many colors help the idea, use them. But if the idea can be grasped without this "millinery," save your money.

A beautiful picture or one of the "new and imported" brands of paper stock are not usually ideas.

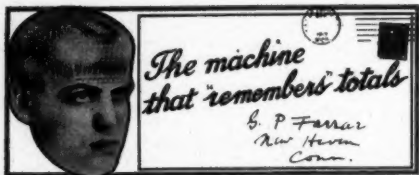


FIG. 2—MAILING FACE OF A PIECE OF BURROUGHS LITERATURE

I have a mail piece before me that is printed in dark brown ink on a dark, bottle-green, mottled stock. Perhaps someone told the man who selected the stock and color for this piece that brown would contrast with green. So it will—when you have a light-colored green and a very dark brown.

This same mail piece has a beautiful vine and tree border embossed! Yet, the mail piece is selling advertising—not trees, or anything related to trees.

All of the top-notch mail pieces that I have seen have the element of curiosity well developed on the outside of the mail piece.

The mail piece which shows the cover of a package and says "Would You Buy This Package without Knowing Its Contents?" was issued by *Iron Age Hardware*, and is a very excellent curiosity arouser. (See Fig. 1.)

The Burroughs Adding Machine Company put out a mail piece which shows in phantom the working of an adding machine as a part of a man's head, and the curiosity title reads "The Machine That 'Remembers' Totals."

I've watched the effect of this mail piece on a number of bookkeepers and busy office men. *Every one of them* sought the inside contents.

When the Burroughs mail piece is first opened, we see the head

and the adding machine that presumably does what a man's head has formerly been doing and we also get "the reason."

Then the mail piece opens again into two large pages and the whole story is clinchingly told—and in only two colors.

The outside of the mail piece is shown as it was folded, ready to mail, and the first inside page is also shown in Figs. 2 and 3. Space prohibits the reproducing of the two inside pages. A one-color reproduction of the circulars referred to in this article does not do justice to the originals.

Wherever possible, try to include a postal card in your mail piece. If you do not want direct replies, turn them over to your jobber or dealer. These post-cards show you (in part) what you are getting for your money.



FIG. 3—INSIDE PAGE OF FOLDER SHOWN IN FIG. 2

If your mail piece is a large sheet on thick paper, the post-card will have to be put in separately. This is somewhat expensive, both for printing and for inserting. But wherever your mail piece is small, you can use three

Only that which "Belongs"

There's been the devil to pay on this subject of rejecting patent medicine and liquor copy—the outcasting of the undesirables. Much credit to the publisher who purifies his columns! But, witness this:

For years the Hill Papers have refused to take **any** advertising which does not "belong." This automatically rejects the undesirables.

More, it keeps out all advertising which is not in line of the paper.

The Hill Papers are published for one distinct purpose—to help the man who reads them **in his work**. Text and advertising must be directed to this end.

The man who advertises machinery and allied lines does not compete in our columns with everything from soup to soap.

A few recent instances of rejected contracts: A desirable watch account; an excellent automobile account; a good washing powder account—all from reputable agencies.

That's another one of the reasons why

THE five quality circulation engineering weeklies of the Hill Publishing Co. are:

The Engineering and Mining Journal (1866)

Devoted to Metal Mining and Metallurgy. Circulation 10,000.

Engineering News (1874)

The standard Paper of Civil Engineering. Circulation 20,000.

American Machinist (1877)

Devoted to the Work of Machinery Construction. Circulation 27,250.

Power (1880)

Devoted to the Generation and Transmission of Power. Circulation 24,500.

Coal Age (1911)

Devoted to Coal Mining and Coke Manufacture. Circulation 11,250.

Make-It-Pay

Technical Advertising

is not merely a rhetorical expression in this organization.

The present dollar is only of passing interest—what is the best all-around policy for readers and advertisers is the real question.

Right in line is the Make-It-Pay Department. Sixteen people specializing on advertising campaigns and copy for the Hill Papers and their audiences. Ready to take **your** problem in hand and help in the solving of it without charge.

Let Us Show You

an analysis of your proposition, if it "belongs," a campaign and copy directed straight at the readers of Hill Papers, mainly because it will pay **you**.

Hill Publishing Co.

505 Pearl Street

New York City

**"HARPER'S WEEKLY" SOLD
TO HAPGOOD AND
MCCLURE COMPANY**

Harper's Weekly has been sold by Harper & Bros. to Norman Hapgood, former editor of *Collier's Weekly*, and the McClure Publications, Inc., publishers of *McClure's Magazine* and *The Ladies' World*.

The property will change hands June 1, and certain contemplated changes of policy and practice, which will make the paper independently "progressive" in character, will begin to take place about August 1. Changes will also be made in the appearance of the weekly. For the present, at least, the name of *Harper's Weekly* will be retained.

The advertising and other business departments will be amalgamated with the similar departments of the McClure house. Walter W. Manning, advertising director of *McClure's Magazine*

and *The Ladies' World*, will also be advertising director of *Harper's Weekly*.

Harper's Weekly is not only one of the oldest, but is one of the most politically important, of the weekly publications of the country. The first number appeared January 3, 1857, under the editorship of Fletcher Harper, who was succeeded by George William Curtis, and later came Henry M. Alden, F. S. Conant, Montgomery Schuyler, Richard Harding Davis, Henry Loomis Nelson, John Kendrick Bangs and George Harvey.

**HOUPT AND VAN PATTEN WITH
LOZIER**

Harry S. Houpt, formerly general manager of the automobile department of the American Locomotive Company, New York, is to handle the territory of New York and vicinity for the Lozier Motor Company, Detroit. L. A. Van Patten, advertising manager for Alco cars, will resign to become vice-president and sales manager of the new concern, which will be known as Harry S. Houpt, Inc.

**The
George L. Dyer Company
42 Broadway
New York**



**Newspaper Magazine Street Car
and Billboard Advertising
Business Literature
Publicity and Merchandising Counsel**

ANOTHER ADVERTISER WHO IS TRYING OUT SLOGANS

LEE TIRES ARE ADVERTISED BY SEVERAL PHRASES—SLOGAN ELECTRO IS FIRST PIECE OF ADVERTISING MATTER NEW DEALERS ASK FOR

A certain manufacturer of automobile tires, in Pennsylvania, evidently agrees with the view taken by the manufacturer of Paris Garters, as published in the May 15 issue of *PRINTERS' INK*.

It will be remembered that in an interview with a representative of *PRINTERS' INK*, Mr. Stein, of A. Stein & Co., manufacturers of the Paris Garter, said that he had freely experimented with several slogans and did not feel that when he had chosen one it must everlastingly stay fixed as a part of his advertising copy. Instead, Mr. Stein asserted, he has tried in succession in the course of five years a number of promising slogans, sometimes simultaneously, and he will feel perfectly free to discard his present slogan, "No Metal Can Touch You," when evidence presents itself that this is not as effective as it should be.

The Pennsylvania automobile tire manufacturer who has similarly experimented with slogans is the Lee Tire & Rubber Company, at Conshohocken. Writing to *PRINTERS' INK*, H. M. Applegate, the advertising manager, says:

"We started out, some four or five years ago, with 'Lee Tires Turn Miles into Smiles.' Charles Blum, our agent, is responsible for the expression. We still use that sometimes, but more frequently we put it 'Smiles at Miles.' The smiling face within the cross-section of our Puncture-proof Pneumatic Tire is always used in conjunction.

"In some of our copy and on a good deal of our printed matter we change things about even further: 'Miles and Miles and Miles of Smiles—Lee Tires.' As long as we connect Lee Tires in some way with the smiling variety of miles in the mind of the

consumer who sees our advertisement, we feel that our slogan has accomplished its purpose. The thought that we want to instil is, of course, very evident, viz., when you think of miles—tire miles—think of comfortable miles—miles of smiles—then ask your dealer for the tires that 'smile at miles'—Lee Tires.

"Naturally, all this smile business is bolstered up with reasons why.

"Investigation has convinced us that the consumers that we have reached at all with our advertising—the consumers who remember having seen the Lee Tire advertised—will, if questioned, say something about smiles and miles.

"We believe that the same expenditure without the 'smiles' would not have gotten for us an equal amount of publicity; in other words, we believe the 'Smiles at Miles' idea makes it easier for the average person to remember us, and we know that a great many speak of the 'Miles of Smiles tires—Let's see, what tire is that? Oh, yes, Lee Tires.'

"As we add new dealers and distributors, we find that about the first thing they want is a smiling face electro for their letterhead, under which they print, 'Lee Tires—Smile at Miles.' So it seems that the men in the trade feel that the phrase has some selling value. Their experience as to the consumer's impression is in turn the same as our own."

JOSEPH BLETHEN HEADS SEATTLE AD CLUB

On Wednesday evening, May 7, occurred the annual election of the Seattle Ad Club. Joseph Blethen, vice-president of the *Seattle Times*, was elected to the office of president, an office which he has held three times in former years. A. J. Izzard, of the Izzard-Jacobsen Advertising Agency, was elected first vice-president, and R. E. Morgan, advertising manager for Frederick & Nelson's department store, second vice-president. The choice of secretary fell upon N. T. Clancy, advertising manager of Lowman & Hanford, books and stationery, and for treasurer, the club selected R. E. Maxfield, who is treasurer of the *Seattle Post-Intelligencer*. The club selected Geo. F. Vradenburg, retiring president, as its delegate to the Baltimore convention.

An Outside Cover At An Inside Rate

Most papers charge extra for advertising printed on the fourth cover, but Farm Journal, always "unlike any other paper," sells its fourth cover for less than any inside page is sold.

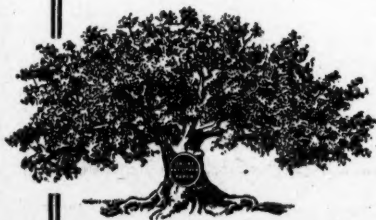
The difference is only \$21, to be sure, at this time of year, but there is a very good reason for this just as there is for every other distinction which makes

The Farm Journal

so conspicuous when other publications are compared with it. This \$21 difference is because there are six lines less on the back cover than on an inside page—and our habit is to charge advertisers for the space used rather than for the position given.

The July issue of Farm Journal goes to press June 5th—summer rate, \$3.50 a line, still in effect.

Whether you want an outside page or not, we would be glad to hear from you.



Wilmer Atkinson Co.
Washington Square
Philadelphia, Pennsylvania

HARPER'S WEEKLY

Edited by

NORMAN
HAPGOOD

Published by

THE McCLURE
PUBLICATIONS

McClure Building

New York

Mr. Boynton Hayward

has been appointed to represent

The Ladies' World

in Pennsylvania and the South and in
New York City.

Mr. Hayward has had eight years' experience in the textile field, with two of the leading houses in this country, and is eminently fitted to give advertisers the kind of service that The Ladies' World stands for in a broad advertising sense.

Harold W. Manning
Advertising Director.

The McClure Publications, Inc.
McClure Building, New York

TO Manufacturers:

DAYTON STORES
Are Being Restocked

DAYTON HOMES
Are Being Refurnished

**TRADE MARKED
GOODS**
Find a Ready Market

The Dayton News

**WILL CREATE
INSTANT DEMAND**

**The Business is Here—
Come After It**

Rate, 4½ Cents Per Line

**Dayton News and
Springfield News Combined**

6 Cents Per Line

THE NEWS LEAGUE OF OHIO

Home Office, Dayton, Ohio

NEW YORK

LaCoste & Maxwell, Monolith Building

CHICAGO

John Glas - - Peoples Gas Building

PRICE MAINTENANCE DIS- CUSSED AT DINNER TO PUBLISHERS

A. N. A. M. BRINGS NOTED SPEAKERS TO TALK TO PUBLISHERS AS GUESTS OF THE ASSOCIATION—THE QUESTION DISCUSSED FROM THE STANDPOINT OF THE MANUFACTURER, THE ECONOMIST, THE LAWYER AND THE LEGISLATOR

The benefit to the public of allowing a manufacturer to fix the resale price of his goods was discussed from several angles at the banquet to publishers given by the Association of National Advertising Managers at the Hotel Astor, New York, May 14. The object of the meeting was to bring the publishers together where they might hear a discussion of the subject of price maintenance by men who had studied it, for the purpose of making clear its importance to the public in general, and the advisability of educating readers to understand what a fixed price on advertised goods really means.

L. C. McChesney, advertising manager of Thomas A. Edison, Inc., and president of the Association of National Advertising Managers, presided. The toastmaster was Patrick Francis Murphy, president of the Mark Cross Company. The speakers were William H. Ingersoll, of Robert H. Ingersoll & Bro.; Prof. C. C. Arbutnot, of Western Reserve University, Cleveland, Ohio; Henry B. Joy, president of the Packard Motor Car Company, Detroit, Mich.; Louis D. Brandeis, of Boston, and the Hon. Robert J. Bulkeley, of Cleveland, member of the House of Representatives. George W. Wilder, president of the Butterick Publishing Company, spoke from the floor as a representative of the guests of the evening.

Mr. Ingersoll spoke of the new kind of good will which the manufacturer of branded, advertised goods has brought into existence, and emphasized the importance to the publisher of the preservation of that good will as a protection

to the public, as well as a guarantee of the continued use of the advertising pages. Prof. Arbuthnot traced briefly the development of price maintenance and discussed it as an economic problem.

Mr. Joy criticised very severely the apparent attitude of certain departments of the Government to use the Sherman law to forbid any fixing of resale prices. He cited the railroads as an analogy to show how ruinous competition had forced the Government to countenance and regulate agreements which, he said, "are clearly in violation of the Sherman Act if anything is." Mr. Joy said that business men should stand unitedly for the right to agree with one another to maintain prices, subject to the supervision of Governmental commissions after the order of the Interstate Commerce Commission.

Mr. Brandeis devoted himself to a discussion of the difference between a single manufacturer's agreements with retailers or jobbers to maintain resale prices and agreements or combinations in restraint of trade within the meaning of the Sherman law. In part, he said:

It seems to me that you ought to insist upon the right of a manufacturer who has created a particular kind of goods to fix the price at which these goods should be sold. To do that it is only necessary to make clear why you have that right. I can conceive of nothing more prejudicial to that right than to rail generally against the power of the Sherman law, as if both involved the same principle.

It is because we have failed to distinguish between a manufacturer's right to fix a price on his own particular goods and the fixing of prices by a monopoly that the danger exists. What you manufacturers need to protect your rights is to draw that distinction. Your position is a clear one and extremely beneficial to business at large. You say, "That which I create, that which is mine, I have made valuable to the consumer because I have endowed it with reliable qualities." That has no monopoly. You fix the price at your peril. If it is too high the community won't buy it, or someone else will come in and share your prosperity. It gives to the man who creates a reward.

That is the aim of trade—to reward success. But the moment you endeavor by a combination of power to restrain individual effort and take away incentive to create and the incentive to buy, you close the avenues of competition. Then danger arises and it is against that that the Sherman law is directed. The law



Fine-combing the territory

is the secret of the success of both Sales and Advertising Manager.

It means "working the territory to the limit"—not limiting efforts to the high spots.

If your sales territory covers interior New York State, New England and the adjacent part of what the Census Man calls the "North Atlantic Division," you can fine-comb it with the Utica

SATURDAY GLOBE

It supplies the "missing link" in your general advertising; binding together the "Small Town" population in the numerous settlements of 200 souls and upwards, that make Interurban stocks such valuable collateral.

These towns are more numerous in SATURDAY GLOBE territory than in any other section of the States.

The SATURDAY GLOBE is sold there every week at 5 cents a copy. It is delivered by its OWN carriers, week after week to the same families. No ties bind them but the merit of the SATURDAY GLOBE. There are no premium schemes or other inducements.

More than 130,000 families read the Utica SATURDAY GLOBE. Its field cannot be reached through newspapers, magazines or in any other way with efficiency and economy.

Your ad. of this size in the SATURDAY GLOBE would cost only 1/30c per home reached.

Decidedly a good buy that you ought to know more about.

THE UTICA SATURDAY GLOBE

THE JOHN BUDD COMPANY

Advertising Representatives

Brunswick Bldg., New York; Tribune Bldg., Chicago; Chemical Bldg., St. Louis.

At your service, any time, anywhere.

of human nature and of trade is such that when you withdraw incentive then you have in a true sense restrained trade. Then success is purchased at the expense of the community.

Representative Bulkeley, one of the members of last year's Patent Committee of the House and a signer of the minority report on the Oldfield bill, described the attitude of the legislator toward the question of fixed prices. "The Supreme Court," he said, "is obliged to decide specific cases under a law which was passed years before the question had ever come up of maintaining prices on goods peculiarly identified by national advertising. The framers of our present patent law doubtless had no idea that such a question would ever arise under it. Yet there is the law, and the Supreme Court must decide questions in accordance with it.

LAW MUST REFLECT PUBLIC OPINION

"If the Court should be obliged to go contrary to public opinion, it will mean simply that the law no longer reflects public opinion, and it will be up to us legislators to frame a law which *will* reflect public opinion. You publishers can help us there by telling us what true public opinion is. If it is in the interest of the public good that manufacturers be allowed to maintain prices—as I think it is—Congress ought to be told so in no uncertain terms."

Mr. Wilder said that as a publisher and a manufacturer of trade-marked goods, he had been standing firmly for price maintenance all his life—not so much through bravery as through cowardice, because he could see very plainly what would happen to him if he did *not* stand for it. He said that, speaking for himself, he would use his influence to spread the gospel of fixed prices for goods of known value, and that he felt sure he could speak for the majority of his fellow publishers in promising that they would use their influence toward the same end.

There were present nearly 250 members of the A. N. A. M. and invited guests.

NEW MEN ON "HEARST'S MAGAZINE"

The following men have recently become associated with *Hearst's Magazine*: P. L. Atkinson, formerly of the Munsey publications, who has taken charge of the new department in *Hearst's Magazine* called Advertising-Classified; J. C. Whyte, who will be located in the Boston office; E. Lanning Masters, formerly of the Blackman-Ross Advertising Agency, R. H. Macy & Co., and the *New York Times*, who is now in charge of the promotion department, and H. B. Heth, Jr., formerly of the *Chicago Record-Herald*, who is in charge of the school advertising.

P. P. FODREA MADE ADVERTISING AND SALES MANAGER

Penn. P. Fodrea, formerly advertising agent of the Chicago, Burlington & Quincy Railroad at Chicago, and later in charge of the advertisers' copy service of the *Railway Age Gazette*, New York City, has been engaged as advertising and sales promotion manager of the Iten Snow White Bakeries, with headquarters at Omaha, Neb. These include the plants of the Iten Biscuit Company at Omaha and Oklahoma City and of L. Iten & Sons, at Clinton, Ia., where the business was established twenty-one years ago.

BOGARDUS AND JANNEY NOW WITH CUSACK

C. E. Bogardus, for the last five years with the Street Railways Advertising Company, has resigned and is now with the Thomas Cusack Company at the home office in Chicago. J. H. Janney, formerly manager for the Street Railways Advertising Company in Columbus and Cincinnati, has recently joined the Cusack Company.

DE VILLAVERDE, SECRETARY STORYTELLERS' MAGAZINE

E. C. de Villaverde, who was advertising manager of *Smart Set* magazine for some years previous to its purchase by John Adams Thayer, has become secretary of the Storytellers' Company, publishers of *The Storytellers' Magazine*, a new periodical for those interested in stories for children.

WESTERN MANAGER FOR MUNN & CO.

In a recent trip to Chicago Allan C. Hoffman appointed George S. Thorsen Western advertising manager of the *Scientific American* and of *American Homes and Gardens*. Mr. Thorsen is a brother of Mitchell Thorsen, advertising manager of the *Metropolitan*.

John Phelps Slack, formerly with the Frowert Advertising Agency and the Slack Advertising Agency, is now connected with the Charles Blum Advertising Corporation, of Philadelphia.

Buying Power Absolutely Focused

Not many publications have attracted to their subscription lists practically the entire buying influence of many industries using the same classes of equipment and materials.

Exactly that has been accomplished by

Metallurgical and Chemical Engineering

Its subscribers are the technical heads or operating and executive officials who control the buying in ore dressing mills, smelters, refineries, chemical plants, iron and steel works and in every industry where chemical metallurgical, electrochemical or electrometallurgical processes are an important factor in the manufacture of the finished product.

Here then is a market with practically unlimited buying power reached by a single monthly publication. The 5500 who rule the buying of apparatus and material are on its subscription list.

One of these subscribers in a big mill or other plant can make a year's advertising campaign pay.

The Service Department knows how to interest these men in your product.

McGraw Publishing Co., Inc.

239 West 39th Street

New York

Electrical World

Electric Railway Journal

Engineering Record

Metallurgical and Chemical Engineering

You Can't Pick Daisies

In the Sahara Desert

Neither can an advertiser expect results from an indiscriminate application of bulk circulation, "location unknown, quality doubtful, growth unreliable or nothing at all."

The States has the "quality circulation," "in the HOMES of New Orleans." Its increase in circulation establishes a record among the newspapers of the South. It is a healthy growth warranted by the confidence of the people of New Orleans in the reliability of its news and the integrity of its advertisers.

Our Monthly Bulletin

Net Average Circulation for April

Sunday 36,273
Daily 35,017

In January our net average circulation was 29,982, today it is 36,273. Think of this when you pick your advertising media.

The New Orleans DAILY STATES

604-606 CANAL STREET
NEW ORLEANS, LA.

The S. C. BECKWITH SPECIAL AGENCY
Foreign Representatives
NEW YORK CHICAGO ST. LOUIS

COURAGE OF ADVERTISERS

NEW YORK CITY, May 13, 1913.
Editor of PRINTERS' INK:

I used to pride myself on my academic psychology but the enclosed trade paper ad has flabbergasted me completely.

I must call in your worthy aid in the present diagnosis. Do you regard it as

The poet said: "What's in a name?"
And surely you will think the same
If you but try the brand called "Rotten;"
One puff, and then, the name forgotten,
You'll puff until you smoke the rest
And say: "The Rotten is the best."



5-cent Cigar

D. M. FRANK & CO.

214-216 E. 52d St., New York Telephone 101-102 Plan

a case of attempted association by contrast? I am so unnerved that I need the stimulation of your editorial dictum to restore me. Will you please say something to me or in your columns, in behalf of the collective judgment of Messrs. D. M. Frank & Co.?

Your readers, possibly the "frank" cigar manufacturers, and certainly I, will appreciate the kindness.

ISIDOR LAZARUS.

SKINNER WITH "MODERN ELECTRICS"

H. S. Skinner, formerly advertising manager of the Sunday edition of the New York Times, has been appointed advertising director of Modern Electrics.

For a number of years Mr. Skinner directed sales and advertising for The Star Expansion Bolt Company, New York, and later was with the National Cloak & Suit Company.

FOSTER GILROY WITH EWING & MILES

Announcement has just been made of the appointment of Foster Gilroy as general manager of Ewing & Miles, Inc. Mr. Gilroy has for some years been publicity manager for the Frank A. Munsey Company. C. L. Kain, formerly of H. H. Walker, Inc., has also joined the staff of Ewing & Miles, Inc.

ST. PAUL TOWN CRIERS' BIG
DINNER

The sixth annual home products dinner of the St. Paul Town Criers' Club which was held recently in the Masonic Temple, was a big success. More than 500 men and women boosters of St. Paul were present.

Among the speakers on the gridiron programme and their subjects were the following: Governor A. O. Eberhart, "The Most Important Home Product;" Mayor Herbert P. Keller, "Co-operation Between Official and Business St. Paul;" M. C. Potter, superintendent of schools in St. Paul, "Acquiring Knowledge of the St. Paul Kind;" Alderman Leavitt Corning, "Twins;" Harry Noble Wilson, pastor of the Central Presbyterian Church, "What the Home Town Means to Me;" Howard Elliott, president of the Northern Pacific Railway, "The Spirit of the Boosters;" James J. Hill, chairman of the executive committee of the Great Northern Railway, "The Development of the Northwest."

J. N. Stewart, general advertising agent of the Northern Pacific Railway, presided.

\$50,000,000 NATIONAL CO-OPERATIVE COMPANY FORMED

The National Co-operative Company has been incorporated under the laws of Delaware with an authorized capital stock of \$50,000,000. The principal object of the company is to deal in various food products, particularly products from the farm, to reduce the cost of living. W. W. Baucher, who is understood to be the leading promoter of the new enterprise, said that no statement would be given out in regard to the proposed plans of the corporation, at least for the time being. It is reported that J. D. Crimmins and Rev. Dr. Parkhurst, of this city, and M. P. Hull, a farmer of Dimondale, Mich., will be identified with the project. One interested in the new concern says that it is planned to reduce the cost of living 30 per cent.—N. Y. "Journal of Commerce," May 14.

DILLON JOINS CAPPER PUBLICATIONS

Charles Dillon, who has been dean of the department of journalism of the Kansas State Agricultural College for three years, has been appointed managing editor of the *Capper Farm Papers* at Topeka and will begin his new work July 1.

A. R. Keator, Hartford Building, Chicago, has been appointed Western representative for *Our Boys and Girls* the new Sunday supplement magazine published in connection with the *New York Sun*, *Buffalo News*, *Pittsburgh Leader*, *Minneapolis Tribune*, *Washington Herald* and *Chicago Inter-Ocean*.

The George W. Edwards Agency, of Philadelphia, recently obtained the account of the Innovation baggage.

The
Illustrated
Sunday
MagazineRecent Editorial
Features:

"The Makers of Moons"

Robert W. Chambers

"Married While You Wait"

Gelett Burgess

"The Delia Dean Stories"

Berton Braley

"The Seven Chests"

Oliver Curwood

No Magazine, no matter what its cost, can boast of a more impressive list of contributors

Published Co-operatively as a Part of the
Sunday Editions of the

Pittsburgh Gazette Times
Rochester Democrat & Chronicle
Memphis Commercial Appeal
Minneapolis Tribune
Louisville Courier-Journal
New Orleans Picayune
Richmond Times-Dispatch
Omaha World-Herald
Des Moines Register and Leader
Buffalo Times
Boston Herald
Detroit Free Press
Milwaukee Sentinel
Columbus Dispatch
Denver Republican
Worcester Telegram
Providence Tribune

Total Circulation, 1,100,000
Copies Per Week

Lawrence Inc.

Chicago NEW YORK Boston

Informal Talks with Men Who Count

By Bert M. Moses.

Every great institution is but the lengthened shadow of a great man. The *Chicago News* is the lengthened shadow of Victor F. Lawson. He not only owns the *News*, but he IS the *News*. There is no finer example of successful journalism than this remarkable man.

In a recent talk with him I was profoundly impressed by his quiet demeanor, unconscious sincerity and marked disinclination to foist his personality into the interview.

Lawson is a big name in American journalism.

In writing of him the inclination is to dive deeply into the dictionary for superlatives, and the man's success fully warrants me in yielding to the temptation. He has fought and won many newspaper battles, but his most signal victory, I should say, is his fine self-control and reserve.

In no city in the world is the fight for newspaper supremacy so intensely keen as in Chicago. None but giants survive the struggle, and so among the newspaper giants must Lawson be considered.

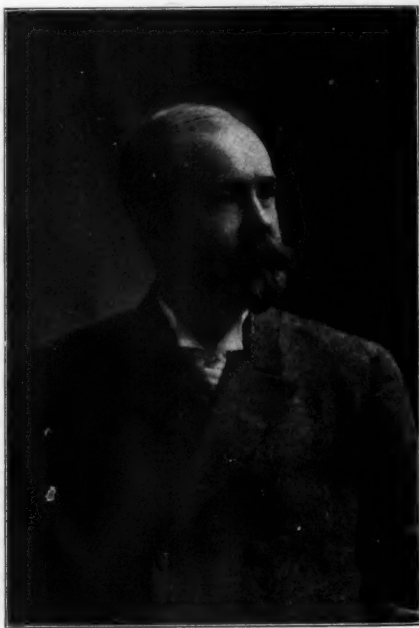
I know advertising men pretty well, and have yet to meet a single one of them who even hinted that he had gotten any more out of the *Chicago News* than the card gives to everybody. There used to be a time when I imagined I could get a shade or a shadow of some sort from pretty nearly every paper in

the United States—except Lawson's.

Nowadays, when John B. Woodward, the New York representative of the *News*, comes in to see me, I simply hand him a contract blank and say:

"Just fill that out, Woodward, any way you please, and I'll sign it without reading it at all."

The first subject mentioned in



VICTOR F. LAWSON, PUBLISHER OF THE CHICAGO "NEWS"

Lawson's talk with me was the advance in price of the *Philadelphia Public Ledger* to two cents.

I thought this might be the beginning of a boost in price all along the newspaper line, but he seemed to give little importance to

The Capper Publications

Topeka, Kansas

The nine Capper Publications are edited with the special needs, desires and tastes of the people of their respective fields in mind. Their circulation is the result of a well-defined and never-forgotten policy of "keeping close to the readers." In pre-eminent degree the readers edit the papers.

The Capper Advertising policy may be best expressed in the oft-repeated injunction to the advertising staff—

—never to solicit an advertisement if there is a reasonable doubt of its paying the advertiser.

Which policies, I take it, may be regarded as reasonable explanation of the volume of advertising the Capper Publications carry.

Arthur Capper.
Publisher

Topeka, - - Kansas

THE KANSAS DAILY

Topeka Daily Capital—34,000

The only 7-day-a-week paper in Kansas and the only Kansas daily with a state-wide circulation.

FOUR STATE FARM PAPERS

Farmers Mail and Breeze—104,000

The leading agricultural weekly of Kansas; a model in its field.

Missouri Ruralist—60,000

The only weekly devoted exclusively to the agricultural interests of Missouri.

Nebraska Farm Journal—102,000

The big farm paper of a prosperous progressive State.

Oklahoma Farmer—50,000

A growing semi-monthly of particular appeal to Oklahoma folk.

A FARM MONTHLY

Missouri Valley Farmer—360,000

Devoted to the interests of farmers in the Corn Belt States. A half-million circulation beginning in October.

A RURAL MAGAZINE

Household—760,000

A popular monthly devoted to the homes of rural America.

A SOUTHWEST WEEKLY

Kansas Weekly Capital—200,000

The largest news-weekly and feature paper of the Southwest.

A POULTRY JOURNAL

Poultry Culture—40,000

A high-grade class publication covering the most productive poultry territory.

MARCO MORROW, Director of Advertising.

New York, W. T. Laing, 1306 Flatiron Bldg.

Chicago, J. C. Feely, 1800 Mallers Bldg.

Kansas City, T. D. Costello, 1512 Waldheim Bldg.

St. Louis, Albert L. Bell, 522 Chemical Bldg.

Omaha, J. T. Dunlap, 334 Chamber of Commerce Bldg.

Street Car Advertising Follows Distribution Lines

The cars circulate towards the shopping centres, enabling purchasers to call at the big stores for your product.

They connect the neighborhood stores by a web of lines making possible a consumer demand at the most outlying retail posts.

One of the oldest and largest advertisers in America wrote the following :

"We state with confidence that car advertising appeals to the retail dealer with more force than either newspaper or magazine advertising. We base this belief on the unanimous statements of our salesmen that the retailer welcomes street car advertising more cordially, sees it himself more generally, and is more easily convinced by it of the manufacturer's intention to advertise and especially to advertise permanently. We have learned this by experience, and find that street car advertising helps better than other mediums in the distribution of our goods."

The retailer is familiar with street car advertising. Very likely he is using it in a local way himself. He knows that he can safely stock any product, with street car advertising behind it, because the demand for some of his biggest sellers has been created by street car advertising.

He knows that short time contracts are not accepted and that he is protected in stocking because the street car advertising can't be withdrawn after he has placed an order.

In which leading cities do **you** want more distribution ?

Street Railways Advertising Co.

CENTRAL OFFICE
First National Bank Bldg
Chicago

HOME OFFICE
"Flatiron" Building
New York

WESTERN OFFICE
242 California Street
San Francisco

the move, and I gathered from his few words that one-cent papers generally are not figuring on getting more money from their readers—that is, such a raise is not yet in sight.

The cost of things, however, is higher than it used to be.

This is not offered as news, but merely to lead up to the statement that advertising is costing the advertiser more and more as the yesterdays are added to the scrap pile.

Mr. Lawson said: "We have two most serious problems to solve. One is the constantly increasing demand for space in which to give all the news, and the other is a similarly increasing demand for space from advertisers. As the world grows, the news grows with it. There are more people doing more things all the time, and this naturally means more news."

I spoke about the recent tendency to make the columns narrower, and thus add an extra column to each page.

Several papers have lately adopted this plan, although there is nothing new about it.

The California papers, I believe, conceived the notion away back in early mining days, when the law compelled mine owners to publish certain legal notices in the newspapers.

If the law makes you say certain things in set sentences, and if you have to say them in narrow columns, it takes more lines to do the saying than if the columns are wide.

By following this thought to its conclusion, you will see that when you pay by the line the cost of narrow columns is quite a bit more than if the measure were wider.

I was not surprised to hear Mr. Lawson remark that he had given an order to the Hoe folks to make the necessary alterations in his presses to provide for a narrowing of the columns of the Chicago *News*.

The Hearst papers and the New York *Times* have cut their columns to 12 ems, but Lawson will reduce his to 12½ ems only.

The *News* columns are now 13½ ems, and he is not willing to make the reduction so radical as to risk the displeasure of his readers, whose eyes have so long been accustomed to wide columns.

He said: "By reducing the column width and adding a column to each page we will gain 28 columns in a 28-page paper. This will give us a chance to print more news and also to accommodate more advertisers. Lately we have been obliged to omit many columns of advertising simply because we didn't have the room to print it. For two weeks, without a break, we left out from 1,000 to 8,000 lines of advertising daily.

"I feel this is a real injustice to the men who have built up a business through advertising in my paper. The *News* readers trade with these men, and when we have to omit their ads it cuts them off from communication with their customers. I consider it a moral obligation upon my part to print these advertisements, and the narrowing of the columns will help to solve the difficulty.

"There is another feature of economy involved. A certain amount of white paper stock is consumed in the borders or edges of a newspaper. If there are seven columns to the page, this border stock is divided up among the seven columns, while the percentage is reduced when the wastage is apportioned to eight columns. That is to say, there will be about the same amount of paper go into the borders of an eight-column paper as has been going into a seven."

I mentioned my talk to Col. Sam Jackson, who had expressed the belief that advertising would eventually find its way back into the "Classified" form from which it started, and that in future the space to be given to advertising would be greatly reduced, and the price of it proportionately increased per line.

Mr. Lawson did not agree with this at all.

He said when he and Melville Stone started the *News*, and naturally had few ads, they thought this feature would find much fa-

vor with the readers, but later they learned the public wanted to read the ads as much as they wanted the news, and this fact has become so generally recognized that it is now accepted as a basic truth.

He cited the *New York Herald*, *Springfield Republican*, *Baltimore Sun* and *Brooklyn Eagle* as conspicuous examples of newspapers which had heroically tried to preserve the old and original style of advertising.

They kept up the struggle for many years, but the current got to running so strongly against them that they were swept with it the other way.

There remains to-day hardly a vestige of Advertising as It Used to Be.

When we got to discussing "circulation," the name Rowell came up as naturally as the name Plato always shows when philosophy is the topic.

"Rowell," said Lawson, "was a man with whose opinions I was nearly always in accord. The one point, however, upon which I held a contrary view was his definition of 'circulation.' He said it was 'the number of complete copies printed.' I think 'circulation' is the number of copies sold. A paper isn't circulated, as an advertiser understands the word, until somebody buys it. In the case of the *Chicago News* we do not allow returns, and if a newsdealer doesn't sell all the copies he buys, there is no way for us to know precisely how many actual readers we have. By counting only what we sell, we come as close to ascertaining circulation as anybody can come under methods that prevail now."

It would seem from this that "circulation" is something that is as far from being clearly defined as it ever was.

Mr. Lawson said it was very difficult for any publisher to conceal his paid circulation if a competent examiner went over the books, the receipted bills and the records.

Duplicate sets of books might keep the truth covered up temporarily, and false entries in the

cash records might for a time mislead an auditor, but a competent and experienced man would readily scent suspicious entries, and a little detective work on the outside would eventually smoke out the darkey in the wood pile.

I have said I never heard a man intimate he got a better rate in Lawson's paper than some other man got.

It is surely fine to have a reputation like that, but Lawson is held in even higher repute because of his practice in giving out circulation figures for the *News* in exact and precise accord with the facts.

He has never hesitated to publish his losses any more than his gains.

It is easy for a publisher to refrain from giving out any figures when they are unfavorable, but Lawson's sturdy adherence to the square deal all around has ever prompted him to give both the losses and gains with a regularity that changes not.

There are various ways to hide the facts in circulation—various subterfuges and various dark and devious generalities, but he knows them not.

Conspicuous was his act last year, when he gave his circulation for the period when the big printers' strike was on in Chicago.

Tremendous losses were shown, and one day the circulation of the *News* came pretty near being annihilated, but Lawson's honesty never wobbled or wavered.

I do not believe any man in America doubts the circulation figures given out by this publisher, and when I say that I am exhausting my mental resources in paying suitable tribute to an honest man.

We talked of the advertising of doctors and proprietary medicines, about which there has been in recent times much hue and outcry.

Lawson said: "All questions should be viewed from every side and angle to arrive at a just conclusion. If you listen to the argument from one view-point only, the verdict will be warped. I believe it is altogether proper to print advertisements of worthy proprietary remedies, and there

54% of the people of Nebraska live on farms; only 16% live in the three cities of over 10,000 population.

The remaining 30% are residents of small towns which are supported almost entirely by the surrounding farmers. In other words, *more than 80%* of our people are either farmers, or depend directly on farmers, for a livelihood.

Almost everyone in Nebraska knows THE NEBRASKA FARMER. It is fifty-four years old and more than forty years older than any other farm paper in the state.

The farmers know THE NEBRASKA FARMER because most of the better class are paid-in-advance subscribers.

The dealers know it because their "worth-while" farmer customers read it and believe in it.

Only a few publications have a combined dealer and consumer sales-power as great as is that of THE NEBRASKA FARMER.

If you are not already convinced of this, it will be to our mutual advantage and profit if you ask us to prove it.

THE NEBRASKA FARMER

"Nebraska's Real Farm Paper"
LINCOLN



Chicago: Steger Building
New York: Fifth Ave. Building
St. Louis: Globe-Democrat Building
Minneapolis: Globe Building

D. C. Kreidler, Manager
S. E. Leith, Manager
C. A. Cour, Manager
R. R. Ring, Manager

Albany, N.Y.

Albanians Have Money

Here are statements that prove it:

The records of Savings Bank Deposits in thirty-one of the leading cities of New York State show Albany Third on the list, being only exceeded by New York and Buffalo.

City, Greater New York, No. of Savings Banks 56; Total Deposits \$1,161,737,-808.79.

City, Buffalo, No. of Savings Banks 4; Total Deposits \$97,784,120.50.

City, ALBANY, No. of Savings Banks 7; Total Deposits \$83,161,154.25.

Are you interested in a territory populated with people with Real money to spend for high-class advertised articles?

Albany, N. Y., then, is your city—

The Knickerbocker Press is the newspaper they read and the medium that produces. *Guaranteed net paid circulation over 28,000.*

The Knickerbocker Press

ALBANY, N. Y.

JOHN M. BRANHAM CO.
Representatives

are more of them than one would think after all this agitation. Many of these remedies are made from formulas written by physicians who follow the ethics of the profession. I know a lady who uses and has long used one of these remedies, and it gives her more benefit than she can secure in any other way. I shall not refuse the advertising of any such preparation which I believe is worthy. In dealing with these questions, no general rule will apply. Each item is entitled to consideration by itself. It is the old law of every tub standing upon its own bottom.

"Now, as to the advertising of doctors themselves. The ethics of the medical profession is distinctly against it. Somehow or other, the doctor who advertises does not command the general esteem of the public, although a doctor may advertise and still be a skilful practitioner. The sentiment against advertising doctors seems to be growing, and I am inclined to think that the day will come when professional medical advertising will not be acceptable to the newspapers."

Lawson is a man who exercises a scrupulous exactitude for details in everything that has to do with his enterprises.

He issues every year a desk calendar, upon the 365 pages of which he prints the epigrams, wisdom and wit of the world's great thinkers.

The actual number of items and actual inches of composition involved I have been told and forgotten, but the figures run high.

And yet Lawson himself selects all the texts and scrupulously oversees everything connected with the task.

I think very highly of this particular calendar and always have one on my desk.

It is pleasing because its editor, on two or three occasions, has quoted me upon its pages, evidently confusing my name with that of the man who wandered so long but eventually so well in the wilderness.

Lawson said so little about himself that I had to look elsewhere for material to use for this sketch.

I found a man who knows him well, and this man declared Lawson has two hobbies.

One is the *Chicago News*, and the other is a consuming devotion to details in everything.

He delegates less power to subordinates than any other man I know.

It has been said that he reads practically every item and article that appears in his paper, and it is due to his rare knowledge of news values that the *Chicago News* has come to be considered a model newspaper.

He holds it true to the middle course, never permitting it to go too far in any one direction.

It is difficult to edit a paper that appeals alike to the various elements into which mankind is divided, but Lawson seems to have accomplished the task, and he has done it by giving infinite care to details.

He is a man who sees the weakness or the strength of a proposition quickly, and can put his finger on the nerve center of a thing the minute it is laid before him.

A lot of men wait for Lawson to give advice before they make up their minds how to vote.

In last fall's election Lawson came out in favor of a mixed ticket, and after the voting was over more than 15,000 copies of the *News* were found in the voting booths, where voters had taken them so they could fix up their ballots in accordance with Lawson's advice.

He and Melville Stone started the *News* something like thirty-seven years ago.

They worked together for six or seven years, and then Stone went into the banking business, leaving the *News* the sole property of Lawson.

It represents over thirty years of his life, and if you want to know what sort of man Lawson is, the *News* is his biography.

He is a native of Chicago, his father having been one of the early settlers of Cook county, Illinois.

As a boy he was sent to a New England preparatory school, but he never went on up through college.



General Publicity and Publicity Generals

"General Publicity" isn't having as glorious a time as he used to have, since the "Publicity Generals" are getting more analytical about the efficiency of their advertising dollars.

It is significant that since "General Publicity" had to abandon his parade dress and "get down to earth," many of the foremost General Advertisers are using



Over 265,000 every week.

"America's greatest family weekly"

They realize that 72 per cent of the population live outside of the cities; that no General Publicity campaign is thorough unless these people are included and that GRIT is one of the few national mediums that reaches this fertile field.

That's why you find in GRIT such keen and careful advertisers as

General Roofing Co.
None Such Mince Meat
White, Wile & Warner Rings
Coca-Cola
Winchester Arms
Blackwell's Durham Tobacco
Velvet Smoking Tobacco
American Telephone & Telegraph Co.
Blue Jay Corn Plasters
Rayo Lamps, etc.

GRIT is a member of over a quarter million families in the prosperous "take - things - easy" towns of 5,000 or under.

These people spend more for GRIT—5c. a week, \$2.60 a year—more than magazine readers spend for their monthly.

GRIT is distributed through its own 14,000 local carriers—a guarantee that GRIT readers live within retail shopping distance. Many of these retailers are also GRIT readers—and therefore count more than double.

GRIT PUBLISHING CO.

THE JOHN BUDD COMPANY

Advertising Representatives

Brunswick Bldg., New York; Tribune
Bldg., Chicago; Chemical
Bldg., St. Louis.

At your service, any time, anywhere.

When he came out of school he bought an interest in a Swedish paper, but later fell in with Stone, and the *News* was born.

He has always kept a little ahead of the times, and has never waited for others to beat down a path in which he could follow.

He makes his own paths whenever those already made do not lead to destinations which he has in view.

Up in Wisconsin he has a great country place, where he goes in the summer.

Most men loaf around when they go to the country, but Lawson gets his recreation out of work, wherever he is.

On his country place he is deeply concerned in building roads.

He builds roads precisely along the same general rules as he publishes a paper.

That is to say, he goes into the minutest details, and the result is that the roads he makes are every bit as good as the paper he prints.

He has made a study of road-building, and I understand that he knows a lot more about the subject than many people who follow the thing as a business.

Two of the most important factors in civilization are good newspapers and good roads.

Lawson has surely chosen his work well.

There are no more faithful, loyal employees anywhere than those who serve Mr. Lawson.

His wishes are carried out to the last fine point, and yet he always keeps his authority well concealed.

In his quiet, gentlemanly way he lets it be known what he desires to have done, and it is done with a fidelity that few men can command.

I am told that Lawson seldom discharges anybody.

One man who has known him long and well says he can recall but a single instance where he laid a man off.

This indicates several things, but the chiefest is that he picks such good subordinates that there is no reason for laying them off.

His is one of the leading voices in the Associated Press affairs, and I am told that organization

owes much of its greatness to-day to the wisdom and farsightedness of Victor Lawson.

To be honest both to yourself and to others; to be self-contained and modest; to stick to rates without the shadow of a shade; to give paid circulation figures with infinite accuracy; to be painstaking, industrious, conscientious and just; to print the news as it happens; to deal from the top of the deck ever and always—these are the Lawson attributes, and they would make the world very much better than it is if they were generally emulated.

EXORBITANT RATES FOR POLITICAL ADVERTISING

In a report by the sub-committee, of which he is chairman, Representative Edgar K. Bleloch, of Philadelphia, at a meeting of the House appropriations committee, at Harrisburg, Pa., charges are made that the secretary of the commonwealth of Pennsylvania gave out advertising for the state constitutional amendments at exorbitant rates to newspapers in all parts of the state, apparently in payment for political debts. Charges are also made that the money appropriated by the last Legislature had been expended in a large measure for advertisements appearing in 1910 and 1911, and that the auditor-general had no record of the bill for 1912. Also that advertising for 1912 had been distributed to dozens of papers in payment for space given to some of these papers for the use of the Republican National Committee in the last campaign; that the prices asked by the papers which had practically no paid circulation of advertising value, were equal to and sometimes exceeded the legitimate charges of reputable daily newspapers. That in about one hundred instances the charges were in excess of the prices charged by the same newspapers in previous years.

The sub-committee made the recommendation that the manner of spending future funds be provided for, so that no newspaper shall be paid an amount for 1912 advertising in excess of two and two-thirds its 1911 charge, this being in proportion to the space, also that newspapers which have presented bills for 1912, not having carried the advertisements of 1911, shall not be paid any more than the proportion their circulation bears to that of other newspapers in the same county, which carried the advertisements for the two years.

Percy E. Hawkins has sold his half interest in the Kühlen-Hawkins Advertising Company and has joined the staff of Crosby, Chicago.

Frank I. Engler, formerly connected with the Boston *Herald*, has accepted a position on the advertising staff of the Atlanta *Constitution*.

George Thorne Hill, Jr.

for ten years connected with The McCall Company, and for the past four years Secretary and Manager of that Company, and Business Manager of McCall's Magazine, has assumed the general management of

To day's

Magazine for the Home

This is in line with the intention of the publishers to make TODAY'S positively the leader in its field.

WILL C. IZOR continues
as advertising manager with
offices at 1 Madison Avenue,
New York.

May 15, 1913.

COMFORT

*The Key to Happiness and Success
in over a Million and a Quarter Homes*

DEVOTED TO ART, LITERATURE, SCIENCE AND THE HOME CIRCLE.
VOL. XXV No. 9.

JULY 1913



Published at
AUGUSTA, MAINE

Special Low Summer Rate

JULY COMFORT

breathing the Independence day spirit, will thrill the hearts of its patriotic readers who own the lands they cultivate.

The Independent Farmers Patronize COMFORT'S Advertisers

If there are any commercial or industrial glooms at this season, they are not farmers nor those who depend on farmer trade, for never has the beginning of summer found the farmers with so much ready money or with brighter prospects of large and profitable crops. They are large mail-order buyers all summer while city folks are sweltering in their tenements or straining their purses for a vacation in the country.

Militant Advertisers Use Large Space In July COMFORT

and are kept busy filling orders from COMFORT'S prosperous farmer readers.

July forms close June 16.

Apply through any reliable advertising agency or direct to

W. H. GANNETT, Pub., Inc.,

New York Office: 1105 Flatiron Bldg.
WALTER R. JENKINS, Jr., Representative

AUGUSTA, MAINE.

Chicago Office: 1635 Marquette Bldg.
FRANK H. THOMAS, Representative

Rate \$3.00 a Line

The Policy of the Public Ledger

The PUBLIC LEDGER'S single appeal for patronage will be on its merits as a complete newspaper with a news service better than ever before, and special, strong features to be found only in its columns. Ingenious schemes for forcing circulation will be tabooed. No money will be spent on what is not essential, to influence people to read it regularly; but money will be spent to make the PUBLIC LEDGER the best morning newspaper ever produced in Philadelphia.

To make it known to the public the PUBLIC LEDGER will take in large doses the medicine it prescribes for others—the only medicine that has stood the test of time and proved efficiency—advertising.

No premium or gift of any sort will be offered as an inducement to subscribe for the PUBLIC LEDGER; no cut rate will be offered, no clubbing plan or other seductive lure will be considered. The PUBLIC LEDGER must stand on its own merits as a newspaper. It has no patience with patent medicines, either for the individual or as a stimulant for newspaper circulation. They are as useless for the one as for the other. No subscriber will be sought who does not want the PUBLIC LEDGER for its intrinsic merit—for what he finds of interest in its pages. The reader who is "induced" to try it by some "gimcrack" gift or extraneous appeal is of no value either to the PUBLIC LEDGER or to the advertisers who employ its columns.

[Editorial in Public Ledger, May 14, 1913.]

PUBLIC  LEDGER

Independence Square
Philadelphia

Public Ledger Company
Cyrus H. K. Curtis, President

HOW "PEERLESS" WON DEALERS AT CON- VENTION

ADVERTISING MANAGER ISSUES SPECIAL NEWSPAPER AND ADOPTS NEWSPAPER TACTICS AS GUESTS ARRIVE ON OPENING DAY—DEALERS IMPRESSED BY SPEED OF WORK OF REPORTING BY WRITERS AND ARTISTS

At the dealers' convention of The Peerless Motor Car Company, held in Cleveland recently, newspaper tactics were adopted as a means of establishing closer relationship between the advertising department and the dealers.

This closer relationship is making new business for the company.

G. E. Twitmyer, advertising manager, conceived the idea of using this convention as a means to interest dealers in the advertising department. Primarily the dealers gathered in Cleveland to become better acquainted with the company's manufacturing and business methods and with each other. Mr. Twitmyer saw the opportunity to bring them into intimate touch with the advertising department and to establish so strong a friendliness that after they left Cleveland they would pay real attention to the letters and other matters sent to them by his department and would co-operate with it. The management gave him permission to go as far as he liked.

Mr. Twitmyer and his assistant, W. G. Steiner, both of whom had newspaper experience, planned a series of newspaper stunts calculated to surprise the visitors.

The dealers arrived in Cleveland Sunday, April 6, and early the following morning. Rooms had been engaged for them at one hotel. The convention was to open Monday morning at 10 o'clock.

At 7 o'clock Monday morning Mr. Twitmyer and Mr. Steiner were on the job at the hotel ready for reportorial duty, just as if they were working for a metropolitan daily. With them were Robert W. Satterfield, cartoonist of national fame, and a first-class

photographer with a graflex camera for rapid work. The two advertising men gathered material for copy for a daily paper, while Satterfield made quick sketches of the dealers, and the photographer "mugged" every man he could catch in a good light. Before the dealers left the hotel for the factory the photographer had put nearly fifty of them through his machine, and the cartoonist had a pocket full of rough sketches.

The picture-makers rushed to their offices with orders to turn out the finished work with newspaper rapidity. When the dealers, after the noon lunch, returned to the convention hall at the factory, they found displayed upon the walls fifty photographic prints of men among them and several car-



E. J. KULAS *The new general manager of sales just dotes on "punch"—not as a drink but as a manner of expression. This is a faithful picture of him delivering a few punches in an after dinner speech. He's been doing so much of it lately he's getting thin, but he still has quite a number in his system*

ONE CARTOON THAT MADE A HIT WITH
VISITING DEALERS

toons or comics of the important men of the convention.

IMPRESSED BY SPEED OF WORK

The speed with which this work was turned out was the first big winning point for the advertising department and opened the visitors' eyes wide.

Before the close of the first day's session the dealers found on their desks Number 1 of the *Peerless Pepper Box*. Large type announced it to be a dealers' convention extra. It contained eight pages, magazine size. The advertising department did not attempt to report the convention in detail, but filled the publication with personal items and news notes that brought laughs and increased the stock of friendliness. It had typical copy for men. The opening story, entitled "Welcome to Our City," began in this wise:



Stanley Zell of Baltimore, an Expert on Sea Food, Yachts and Hospitality.

CARTOONS OF DEALERS PLAYED UP THEIR HOBBIES

"Good morning, men! Shake! We're mighty glad to have you here. We're going to have a good time together for two days. We hope to give you some information and ideas that you can cash in on, and we hope to get some from you that we can cash in on. After it's all over we'll all go back to work—and make more money."

Scattered through the publication were photographs and comics of the officers of the company and the dealers, accompanied by humorous copy.

Meanwhile the advertising men, cartoonist and photographer kept

right on with their work at high speed and turned out issue No. 2 on the second day of the convention. It was similar in makeup to the first. More photographs and pen-and-ink comics were also hung in the convention hall.

By this time the *Pepper Box* was in great demand, for the art and copy had made the men anxious to read it, take it home, and send it to friends.

Issue No. 3 was delivered while the men sat at the banquet table at the close of the second day's session.

In two days three issues had been gotten out and Mr. Twitmyer had addressed the dealers on the "Peerless Advertising Plan." The way the advertising department had handled the convention was a matter of common and favorable comment among the dealers. The avowed purpose of these stunts—to win and increase respect for the advertising department and put it in closer touch with the dealers—had been accomplished.

The convention is now some weeks in the past and Mr. Twitmyer has had opportunity to note the effect of his advertising plan on sales. This is what he says:

"An advertising department may write letters asking the co-operation of dealers till it is blue in the face, but will accomplish very little. Our stunts made the dealers open up and get friendly. When friendly, they would take notice of the matter sent out by this department and we found we were able to give them the assistance we wanted to give. The dealers are writing to us on numerous topics relating to placing the can before the public. The advertising department has come to be of greater value and service to them."

"A dealers' convention gives an advertising department a splendid opportunity to make good with dealers."

A. H. Payne, recently of the advertising department of the Leslie-Judge publications, has resigned to accept a position in the wholesale department of Vantine's, New York.

A. K. Higgins, formerly with Calkins & Holden, has joined the Toledo branch of the Charles H. Fuller Company.

There Are THREE Sides To Circulation!

There is more to circulation than just quantity and quality.

It takes THREE factors to make an equation. Equity to advertisers requires that in any average of circulation the PERIOD AVERAGED should be taken into account.

To show a true, yet INFLATED average is easy. Simply take the 6 months of baseball fever, when fans buy half a dozen papers a day each—to throw them away after a glance at the score.

Such a "fatty degeneration" of circulation is a detriment to the advertiser. He is charged for it without benefiting by it.

No sane business man would judge a salesman by a season's record, but only by a yearly average.

No honorable salesman would think of including in his sales record the amount

of goods returned by his customers.

Why not employ business principles also in employing the printed salesman—the newspaper?

Look into the matter of circulation period, of gross print and returns of unsold copies.

The GLOBE believes that—

only net paid circulation, averaged yearly, should be the yardstick of space value;

all advertisers should pay the same rate for the same service.

On this basis the GLOBE represents a better space buy than any other paper in its class—and gives you the largest high-class evening circulation in New York City at the lowest rate per thousand circulation.

No "forced draft" methods, such as premiums and other schemes, are used to swell circulation.

Net cash paid circulation for 12 months, May 1, 1912, to April 30, 1913, 132,194.

Net paid average for April, 1913, 143,408.

In New York it's

The  Globe
AND OF COMMERCIAL ADVERTISER.
NEW YORK'S LARGEST NEWSPAPER.

O'MARA & ORMSBEE

Foreign Representatives

Tribune Building, Chicago, Ill.

Brunswick Building, New York City

Deceptive Use of Descriptive Terms in Unfair Competition

The Line Beyond Which Advertisers Must Not Go

By E. S. Rogers,

Of the Chicago Bar, Lecturer at University of Michigan.

It must be conceded that everyone has the right to describe the goods he sells.

A man who sells leather boots ought not to be prevented from stating that fact. A gold watch or a diamond ring is a gold watch or a diamond ring, and must be so described if described at all. To permit one dealer in watches to monopolize the word "gold" and prevent others from using that word to describe their gold watches would be unconscionable indeed.

While it was seen many years ago that place and personal names might acquire a secondary meaning and so by constant association with a certain product come to designate it and be its trade identifying nickname, so as to make untruthful or undistinguished use by another unfair and deceptive, it was not thought possible for a description to lose its primary meaning and acquire any such artificial significance. That commercial fraud and the false representation that one trader's goods are another's could be made by the use of words or expressions accurately descriptive of both articles was not fully recognized judicially until 1896, and might not have been then but for a curious combination of circumstances.

HOW THE ISSUE DEVELOPED

Frank Reddaway was a manufacturer of belting, made out of hair, at Pendleton, in Lancashire. There were a number of makers of this product, which had a large sale, and in countries where heat is great and the air very dry is preferable to leather. All hair belting, of whatever make, was generally composed more or less

of stuff imported into England from Asia and sold in the English market as camel hair. Nobody imagined that the camel hair of commerce was true to name. It was believed to be a mixture of the hair of goats and of various other animals and the wool of sheep, with which the hair of the camel might be found, but which was not even pretended to be wholly or even largely composed of camel hair.

Indeed, so little importance was attached to its nominal connection with the camel, that the yarn made from this product was sold generally in England under the name "brown worsted." It was the custom in the industry to name belting made from this mixture, and which was generally sold to native mill owners in British tropical dependencies, with the names of animals. For example, there was a "Yak" belting on the market and also "Llama," "Buffalo" and "Crocodile" brands.

Reddaway, unfortunately for him, as it turned out, selected the camel as his emblem. His belting was advertised, under the name "Camel," "Camel Brand" and "Camel Hair," and usually in connection with the picture of a camel. The name was supposed to be a fancy and non-descriptive term. In fact Reddaway, in 1892, brought a lawsuit on that theory against the Bentham Hemp Spinning Company to restrain them from all use of the words "Camel Hair."

It will thus be seen that everybody, including Reddaway himself, assumed that the use of the words "Camel" and "Camel Hair" on his belting was a purely arbitrary thing and it was no more descriptive than "Moon Brand" or "Sun Brand" would have been. After disposing of the suit he had against Bentham Spinning Com-

pany, Reddaway discovered that an ex-employee of his, named Banham, had gone into the belting business.

At the outset Banham called his belting "Arabian," and coupled it with a statement, "Guaranteed to be better than the belting commonly called 'Camel' Hair Belting." It developed that Banham had some correspondence with an agent in which, among other things, he wrote: "Tell them we will stamp 'Camel Hair Belting' * * * if they choose without the maker's name." Another agent wrote to Banham, saying: "If I have here by Monday an exact duplicate sample to enclosed in appearance and quality stamped 'Camel Hair Belting' and nothing more, I think I can take this order from Reddaway's." The sample enclosed was a sample of Reddaway's belting.

Thereupon Banham rechristened his "Arabian Belting" "Camel Hair Belting." It is very evident from this and from other circumstances that Banham purposed to

get Reddaway's trade away from him, and that he chose the designation "Camel Hair Belting" as a means of accomplishing it. Reddaway thereupon sued and asked for an injunction restraining Banham from the use of the name "Camel Hair Belting." Defendant answered by a counterblast, contending that Reddaway did not come into court with clean hands, because he contended Reddaway "had described his belting as 'Camel Hair Belting' in advertisements, circulars and pamphlets, and stated that his belting was made of the hair of the camel, whereas in fact it is not made of the hair of the camel." Attention was called to certain of Reddaway's pamphlets wherein he described his wanderings in Asia with detailed statements calculated to lead the public to believe that large quantities of camel hair were imported by him and made into his belting.

These statements, the defendant contended, were false. Reddaway's statement in the case against Benthams, that the bulk of

COLLIN ARMSTRONG

INCORPORATED

Advertising & Sales Service

115 Broadway, New York

Our service includes every phase of sales promotion from the formulation and direction of policy and method to the preparation and insertion of advertisements.

the material sold by him was composed of wool of the sheep and hair of the wild goat, was referred to as a demonstration of the falsity of the designation "Camel Hair."

Reddaway therefore found him-

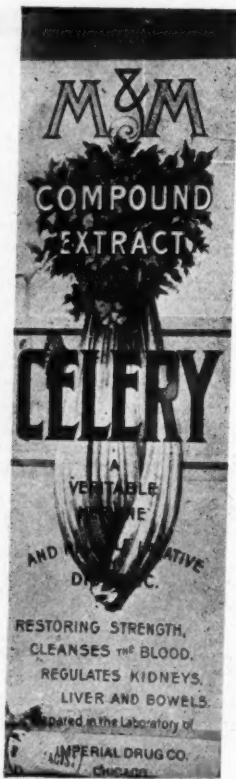
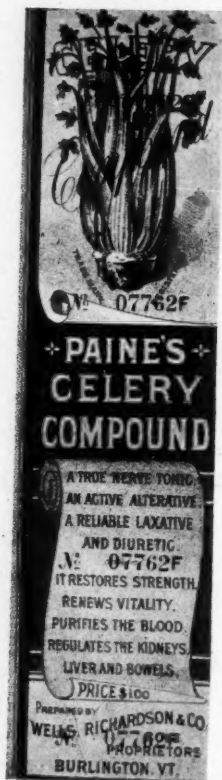
mitted himself out of court because up to that time at least no court had gone so far as to hold that any right could be claimed in a descriptive name.

During the course of the trial at the Assizes at Manchester it

was proved, partly by the evidence of experts and partly by an exhibit collected from a living animal from the Manchester Zoological Gardens, that the camel hair of commerce, of which many bundles were produced, and of which Reddaway's "Camel Hair Belting" was admittedly made, was really and truly for the most part composed of genuine camel hair. Hence the name "Camel Hair" as used by Reddaway was merely a description of his goods. This evidence seems to have come as a revelation to Reddaway and his advisers. It established that Reddaway's trade designation, instead of being as theretofore supposed a fancy name, was nothing more or less than a substantially accurate description of the

material of which his belting was composed.

The court before whom the case was tried at first instance put certain questions to the jury. (1) Does "Camel Hair Belting" mean belting made by the plaintiffs as distinct from belting made by other manufacturers? or (2) does it mean belting of a particu-



FIGS. 1 AND 2.—USE OF WORD "CELERY" IN RIGHT-HAND CUT OF PACKAGE WAS ENJOINED AS UNFAIR IMITATION OF PAIN'S COMPOUND

self facing alternatives equally unpleasant. If he contended, as he had in his case against the Bentham Company, that the name "Camel Hair Belting" was a fancy name he might be barred from relief on the ground of his own misrepresentations. If he contended the name to be an accurate description of his belting, he ad-

THE INCOME TAX

FOUR hundred and twenty-five thousand people will furnish about one hundred million dollars revenue is the estimate of the government from the proposed income tax.

Suppose in seeking taxable incomes the government officials decided to mail printed notices to the subscription lists of the leading magazines. Which publication would reach more of these 425,000 wealthy people than any other? Logically it would be The Literary Digest.

We base this statement upon the firmest of foundations. Not only have we the largest circulation that any class publication has ever acquired, but we have it in such recorded shape as to prove that among 280,000 Digest families there are now 102,295 motor cars. What more convincing evidence of wealth!

The Literary Digest circulation belongs to The Literary Digest. This is so because a subscription for The Digest is never entered in combination with any other publication. There are no clubs, no cut rates, and no inducements offered to renewed subscribers other than the contents of the magazine itself.

The introduction we give a product is to good people and among these good people there is no publication whose attention value exceeds ours. This is important to remember.

The combination of natural circulation at a \$3.00 subscription price and the number, 280,000, makes us a most powerful influence.

The Literary Digest

From the Official Estimate of the Income Tax of 1913

Income	\$ 4,000 to	\$ 5,000.....	126,000	persons
"	5,000 to	10,000.....	178,000	"
"	10,000 to	15,000.....	53,000	"
"	15,000 to	20,000.....	24,500	"
"	20,000 to	25,000.....	10,500	"
"	25,000 to	50,000.....	21,000	"
"	50,000 to	100,000.....	8,500	"
"	100,000 to	250,000.....	2,500	"
"	250,000 to	500,000.....	550	"
"	500,000 to	1,000,000.....	250	"
"	Over	1,000,000.....	100	"

CHICAGOER PRESSE

An Evening Daily Printed in German With Full Associated Press Service

INCREASES

Six months Ending March 31, 1913:

Display Advertising	Agate Lines
Increase - - -	281,396
Classified Advertising	
Increase - - -	91,699
Total State St. Advertising	
- - -	400,244
Total Foreign Advertising	
- - -	49,404

Increase for March Over Feb. 1913

Foreign Advertising	Agate Lines
- - -	8,300

WHY? BECAUSE:

Chicago is the fifth largest German City in the world

The Chicagoer Presse

Proves under oath that its circulation is increasing at the rate of 20,000 per year.

That 70% of its families take no other German paper.

That only 35% of its families take any English paper.

That every "PRESSE" family has two "PRESSE" readers.

MORAL:— Advertise in the

Chicagoer Presse

The only up-to-date Evening Paper printed in German in Chicago

HOWARD C. STORY

Publisher's Rep.

New York Chicago Philadelphia

lar kind, without reference to any particular maker? (3) Do the defendants so describe their belting as to be likely to mislead purchasers, and to lead them to buy the defendant's belting as and for the plaintiff's belting? (4) Did the defendants endeavor to pass off their goods as and for the plaintiff's goods, so as to be likely to deceive purchasers? The jury answered "Yes" to questions 1, 3 and 4, and "No" to the second question.

The court below gave a judgment for Reddaway on the verdict of the jury. The case then went to the Court of Appeals, where the judges could not get themselves into a state of mind which would permit a man to acquire any right in a descriptive term and reversed the judgment.

RIGHTS OF PUBLIC CONCERNED

The House of Lords, however, approached the question from the other side, not from the standpoint of the defendant's abstract right to describe his goods, but from the point of view of Reddaway's rights in the business he had built up under the name "Camel Hair Belting" and the public's right to buy the article they thought they were getting by the name by which it had always been known, and totally declined to accept the views of the Court of Appeals, one of the Law Lords observing:

"I cannot help saying that if the defendants are entitled to lead purchasers to believe that they are getting the plaintiffs' manufacture when they are not, and thus to cheat the plaintiffs of some of their legitimate trade, I should regret to find that the law was powerless to enforce the most elementary principles of commercial morality. I do not think your Lordships are driven to any such conclusion.

"In my opinion, the doctrine on which the judgment of the Court of Appeals was based, that where a manufacturer has used as his trade-mark a descriptive word, he is never entitled to relief against a person who so uses it as to induce in purchasers the belief that

they are getting the goods of the manufacturer who has theretofore employed it as his trademark, is not supported by authority and cannot be defended on principle. I am unable to see why a man should be allowed in this way more than in any other to deceive purchasers into the belief that they are getting what they are not, and thus to filch the business of a rival."

My excuse for thus quoting and analyzing this particular case is that it first announced in unmistakable terms that the accepted principle, that no one has a right to represent his goods as the goods of another, is perfectly general in its application; that it makes no difference how the false representation is being made or the efficient means of the deception; that it may be made by the unfair use of a descriptive term and if it is in fact so being made, it is no more to be regarded as legitimate than if made in any other way. When the fact is proved that one man's goods are distinguished from others by a descriptive term, and that descriptive term is being used by another so as to represent that his goods are those to which the descriptive term had previously been applied, in short, where a descriptive term is used to deceive the public and defraud a previous user of that term, the courts will interfere to prevent the accomplishment of the fraud by enjoining the use of its efficient instrument.

CASE MARKS EPOCH

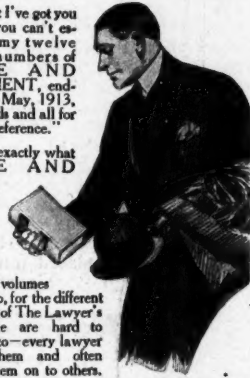
In this respect the case of Red-daway *vs.* Banham marks an epoch in the development of the law. No new principle was laid down in this case, but an old principle was applied to a situation to which it never before had been. The decision created no end of discussion in England and in the United States, but it now embodies the accented doctrine in both countries. To show the manner of its application concretely one or two illustrations may perhaps be profitable.

Wells & Richardson Company for many years have produced a



"At last I've got you where you can't escape—my twelve great numbers of **CASE AND COMMENT**, ending with May, 1913, bound ads and all for speedy reference."

That is exactly what **CASE AND COMMENT** readers do say when they finally get their volumes bound up, for the different numbers of *The Lawyer's Magazine* are hard to hang onto—every lawyer wants them and often passes them on to others.



What Advertisers Miss

Many advertisers whose products appeal to men, not only miss this profitable legal field, but also fail to take advantage of the special numbers by which they can sometimes link up their propositions with the editorial pages. For instance, June is the Insurance Number; yet more than a hundred Insurance Companies, Life, Fire and Accident, failed to be represented in its pages, as well as a dozen or more manufacturers of fire-proof office equipment to whom this issue, filled with fire insurance articles, would have been of special benefit.

Every issue is good for office equipment and supplies, books, cigars, men's clothing, and other things of interest to professional men. The circulation is guaranteed twelve thousand copies and the rates for inside pages are but \$36 a page per insertion. July forms close June 10th.

Third and Fourth Covers In Two Colors

and other special positions may now be reserved in all of the following issues:

July — Army and Navy Number
August — Public Health Number
September — Law of Schools Number
October — Police Power Number
November — Public Ownership Number
December — Intoxicating Liquors Number

and also for the first six months of 1914.

Get May and June Numbers

CASE AND COMMENT, Rochester, N. Y.

Please send the May Law and Psychology Number of CASE AND COMMENT; also the June Insurance Number.

Name _____

Address _____

P.I.

medicine widely known and advertised as "Paine's Celery Compound." The article was made of various ingredients, among them extract of celery seed. The package contained the name "Paine's Celery Compound" printed in conspicuous fashion and the picture of a head of celery. The article was known in the trade and among purchasers as "Celery Compound" simply. People asking at retail stores for "Celery Compound" expected to get "Paine's Celery Compound" and this was understood to be quite as definite a request for this particular product as if the whole name had been used. Siegel, Cooper & Co. placed on sale at their Chicago store a product

and was nothing but pictorial description. An injunction, however, was directed both against the imitation of the package, the use by the defendant of the words "Celery Compound" and the picture of the celery head.

"CANDY" AS DESCRIPTIVE TERM

The Sterling Remedy Company for many years has put upon the market a remedy well known as "Cascarets" with a sub-title or catch phrase, "Candy Cathartic," which was very generally used both upon the packages and in advertisements. The top of the "Cascarets" box was as shown in Fig. 3.

A Cleveland man put upon the market a product in boxes like that shown in Fig. 4. In addition to the manifest imitation by de-



FIGS. 3 AND 4—GOREY WHOSE LABEL IS SHOWN IN THE RIGHT-HAND CUT WAS ENJOINED FROM USING WORD "CANDY" AS UNFAIR COMPETITION AGAINST CASCARETS

called "M & M Compound Extract Celery" with a picture of a celery head upon the package and advertised "Celery Compound." Placards were put in the aisles of the store, reading "Celery Compound 85c." People going to the counter and asking for "Celery Compound" were given not "Paine's Celery Compound" but "M & M Compound Extract Celery." The packages are shown in Figs. 1 and 2, on page 56.

It is true, of course, that there was an obvious attempt to imitate the appearance of the "Paine's Celery Compound" package, but one of the most important elements in the accomplishment of the unfair trading was the deceptive use of the descriptive term "Celery Compound," and it was contended by the defendant that this phrase was a mere description and that the picture of a celery head as used by the complain-

defendant of the appearance of the box, the most deceptive thing about it was the conspicuous use of the words "Candy Cathartics" and it was sought to enjoin the use of this term as well as the other imitative features. Many druggists were called as witnesses who testified that consumers were in the habit of coming to their stores and asking for "Candy Cathartics" and that in response to such requests "Cascarets" was always furnished; that no customer had ever refused to take it on the ground that it was not what they wanted.

To quote a line or two from the testimony: Richard P. Williams, a Detroit druggist, testified that "Candy Cathartic" meant "Cascarets." He was being cross-examined on this phase of the case by opposing counsel and being somewhat badgered.

Q. You don't mean to say that

The Advertising Agent

as he appears in

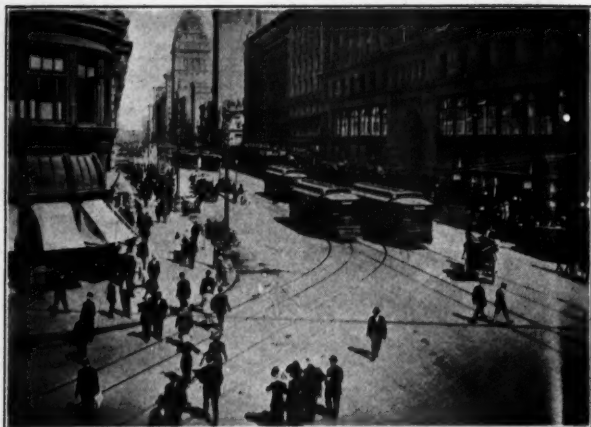
The Advertising Mirror

"He lends his talents to the promotion of only those things which he thinks are for the good of the people." —From "The Advertising Mirror."

It adds greatly to a man's self-respect to feel that he is selling something that is beneficial to the purchaser, or that he is identified with an enterprise that needs to offer no defense for its existence or its methods.

[Another look in the Advertising Mirror in Printers' Ink next week.]

"The Advertising Mirror" complete, reflecting typographically the ideal Agent, Publisher, and Advertiser, may be had on request from H. E. Loran Advertising Agency, 440 Fourth Avenue, New York.



JUST AN AVERAGE MORNING (11 A. M.) LOOKING DOWN MARKET STREET
FROM POWELL

\$10 a Day

will show 500,000 people 4 or 5 times a day what you have to sell—displaying your product in full colors.

We take all worry off your hands
in planning your display.

We furnish copy, sketches, plans,
until you say O.K.

J. Chas. Green Co.

NIGHT AND DAY

**BILL POSTING AND PAINTED DISPLAY
SAN FRANCISCO**

the term "Candy Cathartic" has not got a well-defined meaning in the English language?

"Maybe in the English language, but not in the drug trade," was the retort. "It means 'Cascarets' in the drug trade." An injunction was directed against the use of this phrase.

There is no necessity perhaps of further citing particular cases. Suffice it to say that many obviously descriptive terms have been protected against deceptive use by others on account of the fact that they had acquired a designative significance in connection with particular articles.

Some of these are Silver Pan for preserves made in silver pans, Horseshoe Boilers, Health Food, Air Cushion Horseshoes, Elastic Seam Underwear, Turpentine Shellac, High Standard Varnish, Cohesive Tile, Keep Kleen Brushes, Beats-All Pencils, and many others. The fundamental thing in cases where it is sought to protect descriptions against deceptive use by others is to prove that the description has by usage come to point to a certain article as its identifying name.

The less obviously descriptive the word or phrase is, the less difficult it is to make this proof and in some cases where the word is mere suggestion rather than a description or where the description is more or less fanciful and remote, the courts protect such words and phrases with very little proof of a special identifying significance, because the name or phrase being suggestive only and not obviously descriptive the presumption of ownership and identification is in proportion to its fancifulness.

HOLEPROOF AS A HOSIERY TERM

This view is expressed very clearly by one of the courts in a case involving an infringement concerning Holeproof Hosiery, where it is contended that the word "Holeproof" was a mere description. "Nor do we find any particular force," said the court, "in the objection that the word is descriptive. The record as it now stands sufficiently indicates that by extensive advertising and

large sales during several years the word 'Holeproof' has acquired a secondary meaning, indicating to the prospective purchaser not that socks sold under it are indestructible but that they are those which complainant is making and is supplying to consumers, apparently to their entire satisfaction."

Where, however, the name or phrase is an accurate and obvious description a good deal of proof is required and in cases where it is a necessary description it is probable that no amount of proof could establish the fact of exclusive identification with a single product. How far particular words, signs or pictures identify, in any particular case, must always be a question of evidence, and the more simple the phraseology and the more likely it is to be a mere description of the article sold, the greater becomes the difficulty of proof, but if the proof establishes the fact the legal consequences follow.

The relief granted in cases involving misuse of descriptions depends upon the circumstances and no hard and fast rule can be laid down. Enough limitations are put upon the defendant's use to prevent deceptive results. Whatever the form of the injunction it is only such a form as prevents the mischief pointed to, but what in each case or each trade will produce the effect intended to be prohibited is a matter which must depend upon the circumstances of each case and the peculiarities of each trade. It would be very rash to say in advance how far a thing might or might not be descriptive without being familiar with the technology of the trade.

To quote a judge in the "Camel Hair Belting" case:

"What right, it was asked, can an individual have to restrain another from using a common English word because he has chosen to employ it as his trade-mark? I answer, he has no such right; but he has a right to insist that it shall not be used without explanation or qualification, if such a use would be an instrument of fraud."

WESTERN ADVERTISING AGENTS ORGANIZE

COMMITTEE OF NEW YORK AGENTS' ASSOCIATION VISITS CHICAGO AGENTS AND SEPARATE BODY THE RESULT—TWO BODIES TO WORK IN HARMONY—OFFICERS ELECTED

The Western Advertising Agents' Association has been formed in Chicago and will include accredited agents in the following cities: Chicago, Detroit, Cleveland, St. Louis, Atlanta, New Orleans, Milwaukee, Minneapolis and St. Paul.

Stanley Clague, of the Clague Agency, was elected president; E. E. Critchfield, of the Taylor-Critchfield Corporation, vice-president, and Witt K. Cochrane, of the Witt K. Cochrane Advertising Agency, secretary-treasurer.

This organization has been talked of for some time and was the direct result of a trip made to Chicago by a committee from the New York Advertising Agents' Association consisting of M. P. Gould, A. W. Erickson and Walter Hine, of Frank Seaman Inc. These gentlemen called on many of the leading agents in Chicago with a view to having them affiliate in some way with the New York association, but it was finally decided that a separate association, which should work in harmony with the New York organization, would be preferable.

The Western association has adopted the constitution and by-laws of the New York organization and announces that it will work in harmony with the New York organization.

The Executive Board comprises the following: F. R. Perkins, C. H. Fuller Agency, Chicago; E. T. Gundlach, Gundlach Advertising Company, Chicago; James Dunlap, Dunlap-Ward Advertising Agency, Chicago; H. P. Williams, Williams & Cunningham, Chicago; St. Elmo Massengale, Atlanta; Theodore F. MacManus, MacManus Company, Detroit; F. G. Cramer, Cramer-Krasselt Company, Milwaukee; Wm. D'Arcy, D'Arcy Advertising Agency, St.

Louis; H. H. Mallory, Mallory & Mitchell, Chicago, and James O'Shaughnessy, O'Shaughnessy Company, Chicago.

It is understood that the New York association will include among its membership most of the Eastern points and the Western association the cities above named.

At the Baltimore Convention of the Associated Advertising Clubs of America, William H. Johns, until recently chairman of the executive committee of the New York association, will preside, and an address will be delivered by Dr. Atchison, of the Massengale Agency, of Atlanta, on the subject whether a code of ethics such as has existed for many years in the medical profession can be applied to the advertising agency business. Dr. Atchison was a practising physician before he entered the advertising business.

RELIGIOUS PRESS MEETING AT BALTIMORE

The departmental meeting of the Religious Press will be held in the Armory at the Ninth Annual Convention, Baltimore, Tuesday forenoon, June 10, opening 9:30 a. m. W. J. McIndoe, of *The Continent*, will be chairman.

The speakers and subjects will be: "Who the Church Folks Are and What They Amount to," by William Shaw, of Boston; "What the Church Papers Are Actually Doing," by William T. Ellis, of Swarthmore, Pa.; "Can the Advertising Agent Boost the Church Paper?" by Henry King Hannah, of New York; "Why I Believe in Advertising in Church Papers," by Truman A. DeWeese, of Niagara Falls.

An old-fashioned experience meeting will follow given over to about two minute talks by members of the congregation as the spirit moves them.

PUBLICITY TO OFFSET STRIKE THREATS

E. D. Anderson is now publicity manager of the Southwestern Telegraph and Telephone (Bell) system, with headquarters at St. Louis. In view of the recent threats by the girl operators to strike, much educative and conciliatory copy has appeared in the St. Louis papers of late.

ALLISON WITH ST. LOUIS POSTER ADVERTISING COMPANY

A. Allison is sales manager of the St. Louis Poster Advertising Company, St. Louis, of which P. T. McAlinay is president.

THIS FREE BOOK

"Trademarked Advertised Merchandise" sent to any interested advertiser, advertising agent or advertising representative, provided request is made on regular business stationery of the applicant.

Write today. Only a few copies left.



There's Business for You In the Southwest

The ability to buy—possessed by the people who live in the territory covered by Holland's Magazine and Farm and Ranch—is never an uncertain quantity. Profitable results reward the toiler here, for Southwestern soil and climate present a combination too dependable to permit an "off year" in the serious meaning of the term. There may be local troubles now and then, but these are mere spots on the map of Texas and the Southwest.

This prosperous class is fast becoming larger. The increase is wonderfully rapid—in keeping with the money-making possibilities of a wonderful country.

The spirit of co-operation is strong here. These new residents of a land old in traditions but new in agricultural and horticultural achievement are enthusiastic, friendly. They like success. They demand quality and are willing to pay for it. They therefore make the Southwest an ideal field for manufacturers of advertised goods.

We can tell you a great deal about how to reach these people most effectively—how to obtain a distribution that will provide the second element of advertising success.

HOLLAND'S
Reaches Southwestern
Homes

FARM and RANCH

DALLAS, TEXAS

Covers the Southwest

Attend the 9th Annual Convention A. A. C. of A. Baltimore—
June 8th to 13th inclusive.

25 x 38—50

or

25 x 38—30

If you can use 40% less weight and still retain all the opacity and printing qualities of the heavier paper are you interested?

Our opacity papers are the wonder of American Paper Making—specimens will prove it. Write our Service Department for printed samples of any kind of work on these papers and they will send them. We want your specifications and want to help you with free dummies on any kind of printing paper.

Birmingham & Seaman Co.

Tribune Building - 14th Floor - Chicago

THE DIARY OF A NATION- AL ADVERTISING MANAGER

THE NEW MAN ON THE JOB WRITES
HIS FIRST CATALOGUE ON STOVES
AND RANGES—PLAYING ON THE
CREDULITY OF THE PUBLIC

By Roy B. Simpson,

Adv. Mgr., Roberts, Johnson & Rand
Shoe Company, St. Louis.

FIFTH WEEK—MAKING A CATALOGUE

For all of the fact that yesterday was Sunday I didn't get much rest. My think-tank sprung a leak, and I had to get it right to hold the ideas and suggestions on that new catalogue proposition. The advertising man who works with his head is never done. He can't lock up his tools at night.

When I arrived at my office this morning I found a big stack of stove catalogues which had been placed on my desk by Johnny Clark, my first assistant. I started to wade through them to learn something of the claims of our competitors. Johnny had anticipated me. Not only had he underscored the strong sentences in each catalogue, but had copied them, each on a separate sheet, for comparison. Johnny is a comer. He can think.

The sales manager gave me all the strong points about our own line. I compared them with the sales talk in the other catalogues and soon realized that nearly all stove and range makers are very close together as to methods, materials and prices. There are very few secrets in this business.

So it looks like a proposition requiring some mighty convincing salesmanship in cold type. There are other ranges as good as ours, and some of them are cutting in on our trade. Better catalogues and stronger advertising than we have had is responsible for it. I will have to go some to get out the kind of book we need at this time.

* * *

Andy Tolleson came by at noon with a bunch of drawings to be marked for style and O K'd for the engraver. We lunched together and talked catalogue the

whole time. Andy is very familiar with our proposition, so he helped me plan the book. We are going to make it $8\frac{1}{2} \times 11$ inches and 112 pages in size, one stove or range to the page. Our last book had two to four illustrations to the page.

I didn't do a thing all afternoon but ask questions and make notes. Mr. Lane, the general superintendent, gave me a lot of valuable information. I expect to burn the midnight oil to-night and get my introductory pages started. The thought is father to the deed, so good night, little diary—I want to work.

* * *

TUESDAY.—All engagements for to-day were declared off within ten minutes after I reached my office, and my Tuesday callers were much put out. The Big Chief was there ahead of me. He "jumped" me about the catalogue, and said he wanted it *quick*. I informed him of my progress and remarked that I would require two or three weeks to get the copy in shape. "Get it ready by Saturday, Hawkins," he said. "I would rather have a catalogue on time with only the illustrations and descriptions in it than to have the most beautiful book on earth a month after our competitors have issued theirs. We are late as it is. Get busy and I will make due allowance for any deficiencies."

REDDY HELPS WITH THE CATALOGUE

After that warning I am mighty glad that I worked last night. Hubert Creel soon copied my introductory pages, and after revising them several times they strike me about right. But when I put it up to Reddy, the sales manager, he simply roared. "Too much!" he said. "Not one dealer in a thousand will ever read it."

I knew what I was up against. He wanted a catalogue without even a title page—nothing but the illustration and a short description—the kind we have always published. I settled it in five minutes by asking him a few questions. "Mr. Reddy, you have sold this line on the road. Now, did you ever call on *any* customer and bluntly begin talking about new

models, quality and prices before speaking a few words of greeting? Haven't you always made it a point to lead up to your proposition by making the customer *want* to hear your story?"

"You can bet your last cent that I nearly always had 'em sold before I mentioned price," he said, with a grin.

"If that is the case, you stand convicted on your own evidence," I retorted. "I propose to make this catalogue one of our most representative salesmen. In the first place, it is going to be well dressed. The cover will be as far ahead of our last cover as a hundred-dollar tailor-made suit is ahead of a ten-dollar hand-me-down.

"Then, as you will see in this layout, the title page embodies the 'Hello, Mr. Jones!' of the personal salesman. There's a warmth about it that makes it welcome. The second page contains about 100 words on the big improvements we have made in our new models. The third page tells the dealer that our goods are the best known—therefore the easiest to sell. The dealer may know this already, but he likes to hear us say it, because it reassures him.

"Then, to clinch his interest, we will set the last paragraph of the third page in different type, to tell him that our new campaign of advertising to the consumer will be better and more far-reaching than ever before.

"On page four we will have a strong talk about the better grade of materials we are now using—the better service we are giving in our shipping department—our strong guarantee. These first four pages will lead the merchant along with increasing interest until he reaches the descriptive pages, beginning with page five. The instructions for ordering and the page on terms will be placed in the back of the book, instead of in the front, as they were in our former catalogues. Let's sell the goods before talking about collecting our money.

"Then we will put the best and most expensive models in the first pages, which is just the reverse of our former catalogues, and we

will make our descriptions so complete and convincing that the dealer can use our own arguments when selling the goods to his customers. The average hardware dealer doesn't know very much about stoves and ranges; therefore we should educate them. Our catalogue offers a great opportunity for making a real stove salesman of every merchant that sells our line."

Reddy saw the point and heartily agreed to try it out.

* * *

Mr. Lane and Dick Allen, the chief designer, furnished me with a brief description of every style, and Creel is on the job with me to-night to take down the full descriptions as I dictate them. I am so chock full of drafts that I am sneezing. My thoughts of warming closets have made the thermometer jump twenty degrees. The ash pans are so vividly portrayed in my vision that I am living in an ash-laden atmosphere. The towel bars are so prominently displayed that I would give a hundred dollars for a cold shower, while the black bodies of the different models, relieved here and there with their nickeled ornamentation, seem like strange savage giants, all spangled and speckled, dancing tangoes, and turkey trots to torture me.

I closed my eyes for a moment and Creel thought I was asleep. He said I didn't speak for forty minutes. But when I began to dictate, his pencil fairly flew to get all I said. We worked until after one o'clock in the morning and finished sixty descriptions. I had a lot to say about "Wellsville cold rolled steel." I don't know a blamed thing about this kind or any other kind of steel, but the sales and manufacturing departments seem to think it is pretty good stuff.

* * *

As a parting thought for to-night, I wonder how many of my brother advertising men knew anything about the quality of their goods when they wrote their first catalogue. Wellsville cold rolled steel may be the best kind of steel for ranges, but not a darned word has ever been written by this firm

Announcement
of
Change in Rate
in
The Mother's Magazine
(Established 1905)

Effective with the September, 1913, issue, the rate per agate line in THE MOTHER'S MAGAZINE will be \$2.50, based on a NET PAID GUARANTEED CIRCULATION MONTHLY EXCEEDING 550,000.

On definite bonafide orders received prior to July 25, 1913, reservations will be accepted at the present \$2.00 rate up to and including the February, 1914, issue, provided space is used in one or more of the 1913 fall issues; under all other conditions the \$2.50 rate will govern without exception. This precludes the acceptance of blanket reservations and avoids confliction where estimates have been prepared and submitted on the basis of the old rate. This arrangement provides for the equalization of contracts other than those now on our books, which will, of course, be completed as accepted.

While all contracts at the new rate will be based on a guaranteed circulation of 550,000, from present indications an edition of at least 575,000 will be required to cover our paid subscription list, commencing with the September issue, and it is highly probable that subscriptions will approximate 600,000 before the end of the year,—a bonus of practically 50,000.

In our opinion the purchase of advertising space in THE MOTHER'S MAGAZINE, under the above conditions, would be good business and a highly profitable investment.

THE MOTHER'S MAGAZINE

(David C. Cook Publishing Company)

ELGIN, ILLINOIS

Special Representatives

Charles W. Yates.....5204 Metropolitan Tower, New York
 W. J. Macdonald.....1247 People's Gas Building, Chicago
 Sam Dennis.....Globe Democrat Building, St. Louis, Mo.



Send Your "Copy" Where The Money Is—

Send your merchandising message to the farmers out in "God's Country"—Kansas and Oklahoma.

They've got the money. They made millions last year. In Kansas alone the farmer cash-values his 1912 crop at \$580,000,000. He has an average income of over \$1800.00.

Let The Weekly Eagle carry your trade-winning copy. It goes where the buying dollars are, it wields a mighty influence with the Kansas and Oklahoma farmer. More than 43,000 of him read it regularly.

He has an abiding faith in its advertisements. Tell HIM your business story. Tell it to him earnestly, forcefully, convincingly, in

The Weekly Eagle

WICHITA, KANSAS

Circulation examined and guaranteed by the A. A. A. Flat rate, 10 cents per agate line.

The S. C. Beckwith Special Agency
Foreign Representatives.

Tribune Building, - New York
Frisco Building, - St. Louis
Tribune Building, - Chicago

to convince either the dealer or his customers that it is better. I mean to find out and tell them in my consumer advertising.

* * *

Wednesday night; and I feel as limp as a rag, after putting in two of the hardest days of my whole life. The copy for the catalogue is ready and everybody is surprised and delighted with its completeness. I have an idea they will be even more pleased when they see the finished job. I worked all day on specifications for the printing. To-morrow the printer boys will have their long-expected chance to do some figuring.

* * *

THURSDAY.—Seven printing salesmen called by request, and each of them was given the specifications for my job. Judging from the way some of them talked, they expect to get New York prices for the job, but they will get a rough jolt instead. They don't know that I have bought several million dollars' worth of printing and engraving, or that I am already posted on printing costs in Jaynesburg. They are to return Saturday with their bids on fifty thousand books.

I spent the balance of the day looking over my copy and making a few revisions. It surely does appeal to the credulity of our customers, but we can back up everything I have said, and the trade knows that our reputation amply justifies the strong language used. A good reason is given to support every statement.

* * *

This has been a comparatively easy Friday and I have tried to forget catalogues. With an accumulation of over two hundred letters to be answered, I have had to do some fancy stunts in mental concentration. The advertising man who cannot grab his mind from over here and jab it down over yonder and keep it there may be well marked as a fit candidate for White Plains.

The day is done and now it's time for home and a good night.

* * *

SATURDAY AFTERNOON.—Kroggen, of the Star Printery, was the first man on the job with his bid.



"Bully! Best Booklet We Ever Issued!"

There's great satisfaction in realizing that here is a booklet that is going to stand out from the mass of booklets—that it is so attractive it is going to be held for a second perusal and not go with the great majority.

The way to insure such a reception for your booklets is to print them on Cameo Paper.

Cameo booklets look too good to be thrown away. They'll not only please you, but they also please the man

you want to reach. Please him enough at least to prevent their immediate destruction after the first hasty glance.

SD CAMEO SD PAPER

A Warren Standard

The warm, velvety surface of Cameo forms a background against which both illustration and type stand out with a dignity and elegance that command attention. Halftones have the depth and effect of photogravures.

When you reprint a booklet, use Cameo and compare results with the first edition. You'll see why Cameo booklets please.

Send for "The Paper Buyer's Guide"

and profit by the many suggestions it offers in pleasing color effects and typographical arrangement. Study the Warren Standards, all shown in this book. They comprise all the papers you will need for high-grade book work. A copy of this Guide will be sent to all who request it on their business stationery.

We have something of interest to publishers and printers of fine books

S. D. WARREN & CO., 163 Devonshire Street, BOSTON, MASS.

Manufacturers of the best in staple lines of coated and uncoated book papers

I told him to leave it to be opened later. He demurred and wanted to talk. I said, "Nothing doing!"

Alexander, of Crane & Jones Company, was the next man. He wanted to talk, but again I said, "Nothing doing!"

Welter, of the Buxton-Center Company, was the third man, and right on his heels came Wells, Hapgood, Norman and Hanson. All of them wanted to explain something, but I called them. That bunch certainly does get my goat. They are all nice, congenial chaps; but why, oh why, does a salesman try to sell you *his* way instead of the way *you* want to be sold? I never could understand it.

Well, I have opened the bids, and they range from \$5,450.25 up to \$7,740. Welter's price of \$5,575 looks best to me. His firm is in better shape than the low man to do the work promptly. If he will guarantee delivery he can have the job and we will get a better book than our last one—for two thousand dollars less.

It is now three o'clock and I will go for about nine holes on the links while I am thinking about the next week's task of lining up our new consumer campaign.

(To be continued)

FRENCH REPUBLIC TO USE BILL-BOARDS

The French Republic will shortly institute a placard campaign to cover every village in France whereby the perils of the present inferiority of the French army to that of Germany will be called to the attentions of the public. This campaign will be the work of the Republican-Democratic party represented in the chamber of deputies by 76 members. It is one of the most important groups supporting the present ministry. The placards will assert that Germany will have, on October first, 866,000 effectives in its army, against 457,000 in the French army.

WELLINGTON, TREASURER OF BUILDING COMPANY

A. R. Wellington, until recently advertising manager of the Wilbur Stock Food Company of Milwaukee, Wis., is now secretary and treasurer of the St. Johns Building Company of Chicago.

Willis H. Ambler, formerly New York manager of *The Hardware Reporter*, has joined the New York *Herald*.

CLEVELAND AD CLUB CELEBRATES STATUTE

The Cleveland Advertising Club held a special noon luncheon, May 14, to celebrate the first enactment of the PRINTERS' INK Model Statute into law. Jesse H. Neal, member of the National Vigilance Committee, presided, and the speakers were R. R. Shuman, of the Shuman-Booth Company, Chicago, and Herman Fellingner, the member of the Ohio House of Representatives who introduced the bill. Mr. Fellingner congratulated the members of the club on their advocacy of the measure, and said in part:

"If I have any complaint to make, it is that the members of this club offered too much assistance. I had to keep turning them down. If you make it too plain to the legislators that a bill is good they will begin to suspect it is bad.

"An odd predicament occurred at the last moment. I had the senate vote on this bill tied up and stowed away in my pocket, as I thought, when it became necessary to introduce an amendment to change one word. I asked a senator to introduce this amendment. Because I had not tipped off the other senators that it was my amendment, they viewed it with suspicion and refused to incorporate it in the law. The bill was passed without the amendment. I had to rush over to the senate, make an explanation, have the vote reconsidered and the amendment adopted and then have the bill passed again. It is the only case on record where the Ohio senate passed the same house bill twice in the same afternoon. I consider this one of the best bills passed in Columbus.

"A man's advertisement ought to represent his character. It ought to be as good as his word and his word as good as his signature. One tricky ad in a hundred makes the public lose confidence in the other ninety-nine."

After a vote of thanks to Mr. Fellingner the chairman read congratulatory letters from the Cleveland Real Estate Board, the Cleveland Academy of Medicine, the St. Louis Advertising Men's League, the Pilgrim Publicity Association of Boston, the Advertising Men's League of New York, John I. Romer, of PRINTERS' INK; Julius Schneider, of the *Chicago Tribune*, and James Schermerhorn, of the *Detroit Times*.

"NEBRASKA FARM JOURNAL" TO BE A WEEKLY

Arthur Capper announces that the *Nebraska Farm Journal* has been changed from a semi-monthly to a weekly. The first weekly number will appear on September 6.

HARPER'S MAGAZINE

Unsurpassed in Quality Circulation
—circulation among those who have
the means to purchase whatever is
best—obviously the most valuable
circulation to the advertiser.

HARPER'S MAGAZINE

costs thirty-five cents a copy; has a
guaranteed net cash paid circulation
of more than one hundred thousand;
charges \$225.00 a page, which is less
than one cent a line for each
thousand of net cash paid circula-
tion; opens its books to all and for
over sixty years has maintained its
position as the leading literary and
artistic magazine published in the
English language.

HARPER'S MAGAZINE

PRINTERS' INK

A JOURNAL FOR ADVERTISERS

Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING COMPANY
Publishers.

OFFICE: 12 WEST 31ST STREET, NEW YORK CITY. Telephone 1030-1-2-3 Madison Square. President and Secretary, J. I. ROMER. Vice-President and Treasurer, R. W. LAWRENCE. General Manager, J. M. HOPKINS. The address of the company is the address of the officers.

New England Office: 1 Beacon Street, Boston, JULIUS MATHEWS, Manager. D. S. LAWLOR, Associate Manager.

Atlanta Office: Candler Bldg., GEO. M. KOHN, Manager.

St. Louis Office: Third National Bank Building, A. D. MCKINNEY, Manager, Tel. Olive 83.

Issued every Thursday. Subscription price, two dollars a year, five dollars for three years, one dollar for six months. Five cents a copy. Foreign postage, one dollar per year extra. Canadian postage, fifty cents.

Advertising rates: Page, \$60; half page, \$30; quarter page, \$15.00; one inch, \$4.50. Further information on request.

JOHN IRVING ROMER, Editor.

New York, May 22, 1913

The PRINTERS' INK model statute signed by Governor Cox of Ohio, February 26, 1913.

The PRINTERS' INK model statute signed by Governor Lister of Washington, March 6, 1913.

The PRINTERS' INK model statute signed by Governor Eberhardt of Minnesota, March 11, 1913.

The PRINTERS' INK model statute signed by Governor Hanna of North Dakota, March 11, 1913.

The PRINTERS' INK model statute signed by Governor Fielder of New Jersey, April 9, 1913.

The PRINTERS' INK model statute signed by Governor Morehead of Nebraska, April 12, 1913.

A "Code of Ethics" for Agents

It will doubtless come as a surprise to many advertisers to be told that there are no less than 718 "advertising agents" in the United States.

That is to say that there are that many concerns who call themselves advertising agents, and who are doing business as such, according to PRINTERS' INK's card index. In the absence of anything approximating a standard by which advertising agents can be measured, or any code of ethics whereby they determine for themselves what sort of concerns shall be accredited with the title, it is a hard problem to decide exactly who is and who is not entitled to appear in the list. The A. N. P. A. "recognizes" only 280, and the Quoin Club even less.

Why is it not about time for the agents themselves to formulate some standard of conduct which shall determine whether a man or a concern is entitled to spend somebody else's money for advertising? In spite of all the agitation about the commission system, and in spite of many undeniable errors by the incompetent and the careless, the advertising agent as an institution has grown mightily. The situation in New York City a little more than forty years ago is thus described by George P. Rowell in "Forty Years an Advertising Agent":

The advertising agents of the City of New York in the spring of the year 1867 were S. M. Pettengill & Co.; Peaslee & Co., a concern consisting, as it appeared, solely of one man, Mr. L. F. Shattuck; John Hooper & Co., Mr. Hooper having some claim to be considered the oldest, that is, the longest established agent then doing business in the city; L. P. Fontaine & Co., with a reputation for being slow pay; Mather & Abbott, who could discount Fontaine's record two to one; W. W. Sharpe, successor to the old firm of Joy, Coe & Co., and younger and not the least active Carleton & Smith, whose trade was mainly with religious papers.

Imagine what has taken place between the day when the advertising agents of New York City could be named in a short paragraph, together with descriptions of many of them, and to-day, when the following list of cities containing five agencies or more leaves still 183 scattering in towns with less than five:

New York, 191; Chicago, 87; Boston, 41; Philadelphia, 40; Detroit, 16; St. Louis, 15; Pittsburgh, 14; San Francisco, 14; Cleveland, 13; Cincinnati, 12; Kansas City, 11; Los Angeles, 10; Portland, Ore., 8; Rochester, 8; Seattle, 8;

Baltimore, 6; Buffalo, 6; Denver, 5; Indianapolis, 5; Newark, 5; St. Paul, 5; Washington, D. C., 5.

Why is it not time to formulate a standard of agency conduct—a "code of ethics" whereby one may know when an agency is an agency? The doctors do it, and the code of ethics adopted and endorsed by the various medical associations is one of the most potent means of preventing malpractice. Of course, no doctor is "compelled" to live up to it—any more than an advertising agent would be—but the knowledge that there is such a code, and the certainty that his patients know more or less about what it contains, helps many a practitioner to decide a doubtful proposition honorably. A similar code for advertising agents, given due publicity among advertisers, would similarly benefit the honest and the capable agents.

The organization of the Western Advertising Agents' Association, chronicled on another page, shows that the necessary machinery is rapidly getting into motion. It is only necessary that the leaders of the craft shall agree as to what are proper and what are improper things for an agent to do with his clients' money. The code will need no legal sanction for its enforcement, for as soon as advertisers are made to understand that no concern which violates the code is entitled to the name of advertising agent some of the 718 will take more appropriate titles. And, incidentally, the adoption of the code would necessitate fewer changes in PRINTERS' INK's card index of agents.

Unseen Realities

A famous lecturer has a lecture on the subject of "Unseen Realities." Did you ever think much about the unseen realities of advertising? We are passing through a period of cold-blooded analysis, of eagerness to lay bare figures and classify methods, all of which is good as far as it goes, but no method of analyzing or measuring can entirely determine the effect of good advertising. Much good ad-

vertising has a subtlety to it that we recognize but which cannot be put into figures or rules.

The Sherman Law and Fixed Prices

Some of the discussion at the dinner to publishers given by the A. N. A. M. the other night brought out with emphasis a common misconception which, in our opinion, needs correcting. It is the notion that the Sherman Act, in prohibiting "every contract, combination in the form of trust or otherwise, or conspiracy in restraint of trade," does thereby prohibit all arrangements for the maintenance of prices between manufacturers and retailers. Henry B. Joy, president of the Packard Motor Car Company, stated in so many words: "The Sherman law as interpreted makes it a crime to establish the price at which goods shall be resold, if sold through retailers."

As a matter of fact, none of the cases yet decided under the Sherman law has specifically involved the question of established prices on goods when sold by retailers. We suspect that what Mr. Joy had in mind was either the Dr. Miles Medical case (which was a suit for breach of contract, and not a Sherman law case except by indirection), or the complaint filed against the Kellogg Toasted Corn Flakes Company. The Dr. Miles case did not deal with crime at all, the Supreme Court simply refusing to enforce certain kinds of contracts when made with respect to a certain kind of a product. The Kellogg case has not been tried, consequently cannot be said to have established anything. The Government is accusing the Kellogg concern of restraining trade by combination of several devices, one of which is the demand that retailers maintain uniform prices. It is manifestly unfair to separate that single accusation from all the rest and assert that it *alone* would be a basis for a Sherman law prosecution, hence a crime in the eyes of the Government.

The point we wish to make was clearly brought out by Mr. Bran-

deis at the same dinner, in the remarks quoted on another page. A specific illustration may serve to make still sharper the line which divides a reasonable policy of price maintenance from a conspiracy in restraint of trade.

The manufacturer of an article—a safety razor, for example—has built up a certain good will by consumer advertising which makes consumers demand safety razors of his manufacture. That good will is peculiarly his own property, and in specifying a fixed price he is only protecting his own. He is not restraining trade, for any other manufacturer of safety razors is at liberty to enter the field. If the price asked is too high, the second manufacturer can take the business away. If it is too low, the first manufacturer will go broke. In either case the field is clear.

Suppose, however, that two or more manufacturers agree among themselves that they will keep safety razor prices up to a certain level, and that all others who will not agree shall be driven out of the market. Or suppose the first safety razor manufacturer in the field, by slandering and harassing all who strive to enter the business, by juggling patents, and by selling at ruinous prices where there is competition, and nowhere else, drives competitors to sell out to him or fail. Then it becomes restraint of trade, and resale price agreements would naturally be one of the factors of the restraint.

We would not be understood as saying, however, that it is legitimate for a single manufacturer to make agreements with retailers as to the prices they will ask for his goods. The Supreme Court has refused to enforce a certain variety of contract when the goods in question are unpatented, but at the same time, it practically suggested that if the manufacturer would make each retailer his agent, handling the goods on consignment only, he could enforce his price. The Court has never directly passed upon the question of the legality of general agreements with retailers to maintain prices.

It does no good to exclaim against the Sherman law on the ground that it prevents price maintenance. Indeed, such a course may do positive harm, for nobody knows that the Sherman law does any such thing. The best way to insure that it shall not be interpreted to prohibit price maintenance is to stop railing against the law and begin to show that price maintenance is a public benefit.

How a School The proprietor of a vocational school once thought that he **Idea Out of** was too busy to read an advertising magazine unless it were full of articles about school promotion.

He could not see how articles about breakfast foods and automobiles could possibly have any bearing on *his business*.

But one day he crossed something in an article about the methods of an accident insurance concern that he was able instantly to adapt to his own enterprise to great advantage.

His next step was to look around for a keen-eyed assistant to read all articles dealing with advertising and selling practice and to send to the executive desk a memorandum of every possible idea that might be adapted to the school business.

Nowadays he is a great believer in gleaning everything he can from the experience of other advertisers, whether they are selling steel spikes or felt mattresses.

He knows the meaning of *adaptation*.

DAYTON TO PUT UP STRONG FRONT AT BALTIMORE

The Dayton, O., delegation is planning to make itself felt at Baltimore. Instead of their efforts to have a strong delegation at the convention being flattened out by the disastrous floods through Ohio, they have been increased. Dayton evidently calculates that now is a splendid time to convince the country of its never-say-die spirit. The Chamber of Commerce is sending a circular to over sixty advertising clubs west of Ohio, urging them to stop over at Dayton on their way east to Baltimore. It is hinted in this letter that visitors will not fail to notice Dayton's vigorous recuperative powers from recent disasters.

The Answer

When a publication, year after year, continues to gain readers and advertisers, that's the answer.

To edit a publication to the satisfaction of every reader is quite as impossible as to conduct its advertising columns to the satisfaction of every advertiser.

For every reader and advertiser whom LIFE displeases and loses, it wins the approval of and gains several others.

Readers

Now in excess of 200,000 circulation per week and still going up. An average of seven readers per copy, almost a million and a half readers per week.

Advertisers

MAY—the biggest month in LIFE'S 31 years.

That's the answer.

Geo. B. Richardson, Adv. Mgr., 31st St. West No. 17, New York.
B. F. Provandie, Western Mgr., Marquette Bldg., 1537, Chicago.

GOVERNMENT TO HOLD HEARINGS ON NET WEIGHT LAW

SPECIAL COMMITTEE NOW ENGAGED
IN DRAWING UP REGULATIONS FOR
ENFORCEMENT — CONSIDERATIONS
IN REGARD TO SHRINKAGE—LAW
DOES NOT BAR PACKAGE INSERTS

Special Washington Correspondence

Manufacturers who will be affected by the new national Net Weight Law should lose no time in making known their wishes as to the new status that will be created in each respective line of business by this new legislation.

Uncle Sam, preparing to enforce the new law, is not only willing to have presented any ideas that manufacturers may have in this connection but is inviting recommendations and suggestions to be submitted verbally or in writing.

The importance to the average manufacturer of giving attention to this subject now and of presenting his advice promptly is that a special committee of Governmental officials is now engaged in drawing up the regulations for the enforcement of the new law. And it is the old story of a stitch in time. Requests and suggestions that if presented now might induce from the outset conditions satisfactory to the manufacturers affected, may, if deferred, necessitate long delays and much red tape ere relief is obtained.

40,000 CONCERNS AFFECTED

The new net weight law is, as most of PRINTERS' INK's readers are probably aware, an amendment to that general Food and Drugs Act which went into effect some seven years ago and which governs the manufacture and sale of foods, drugs, medicines and liquors. The amendment, or the new law, as it is commonly designated, requires that the quantity of the contents of food packages shall be plainly marked on the outside of each package in terms of weight, measure or numerical count.

How extensive will be the ap-

plication of this new requirement may be surmised from the fact that the U. S. Department of Agriculture has on its books at the present time the names of more than 40,000 food manufacturers.

An unusual interval will ensue before the new measure is enforced. Indeed it was specified in the act that no penalty shall be enforced for any violation of its provisions until eighteen months after its passage. Thus the law which was signed on March 3, 1913, will not go into effect until September 3, 1914. However, this does not mean that there will be any such delay in the promulgation of the regulations that will be designed to carry out the spirit of the new law—and which are, after all, what will concern the average manufacturer. The object in postponing the enforcement of the new requirements as to package labels and printing was twofold.

On the one hand, it is desired to afford manufacturers every opportunity to work off all the labels, cartons, printed matter and receptacles which they may have on hand but which would not be acceptable under the new status. On the other hand, it is the aim to enable manufacturers to prepare for the new state of affairs by providing themselves with the necessary labeling and packing facilities. And since it has been represented to the officials that many manufacturers contract for such supplies for as much as a year in advance, they are anxious to promulgate the new regulations as soon as possible. September 3, 1913, has been suggested as a tentative date for the publication of the new regulations, thus affording manufacturers a full twelve-month in which to revolutionize their labeling.

HEARINGS FOR MANUFACTURERS

But the committee which will draft the regulations does not intend to frame the rules until a hearing has been given to all the manufacturers who desire to be heard. This committee, it may be added, was appointed by the

Two kinds of genius

¶ One is the kind that leads to large headlines, divorce courts and profuse neckwear.

¶ The other is aptly defined as "infinite capacity for taking pains."

¶ The Procter & Collier Company does not employ the first type of genius, but the whole structure of its success rests on the second. Its eccentricities are chiefly conspicuous by virtue of absence.

¶ If you were hiring a salesman or a general manager, which type of genius would most appeal to you?

¶ Probably you would enjoy a longer conversation with us.

The Procter & Collier Co.

New York

Cincinnati

Indianapolis

A Great Bargain

WANTED—A tenant for our offices, rooms 1261-3
Fifth Avenue Building, New York.

¶ An immediate necessity for largely increased space forces us to move to other offices in the Building.

¶ We are prepared to offer our present offices for the next two years at a *very substantial reduction* under our lease—at a figure that makes it *the Greatest Bargain in the Building*.

¶ Expensive Linoleum floor covering included.

WRITE OR TELEPHONE

THE ABBOTT & BRIGGS COMPANY

200 FIFTH AVENUE

TELEPHONE 4420 GRAMERCY



No office busy enough to find use for a typewriting machine is operating at 70 per cent of its potential efficiency without a Dictaphone equipment.

Its advantage of accommodating occasional dictation by one or two or a dozen men to one operator, is equalled by its opposite advantage of admitting all-day's dictation by one dictator to several operators.

Telephone or write to our nearest branch, or better yet, call:

THE DICTAPHONE

(Columbia Graphophone Company,
Sole Distributors)

111 WOOLWORTH
BLDG., NEW YORK

Atlanta, Baltimore,
Birmingham, Boston,
Buffalo, Chicago,
Cincinnati, Cleveland,
Dallas, Denver, Detroit,
Indianapolis, Kansas City,
Lincoln, Los Angeles,
Louisville, Minneapolis,
Montreal, New Haven,
New Orleans, New York,
Philadelphia, Pittsburgh,
Portland, Me., Portland, Ore.,
Providence, Rochester,
San Francisco, Seattle,
Spokane, Springfield, St. Louis,
St. Paul, Terre Haute,
Toledo, Washington, Wilmington,
Vancouver, Winnipeg.

Canadian Headquarters,
55 Adelaide St.,
W., Toronto.

"DICTAPHONE
DOLLARS"—
a free book for
prospective dealers



secretaries of the Department of Commerce, the Department of the Treasury and the Department of Agriculture—the three department heads who are charged with the enforcement of the Food and Drug Act. The chairman of the new committee is Dr. Carl L. Alsberg, who succeeded Dr. Wiley as Chief of the Bureau of Chemistry of the Department of Agriculture. With him are associated Dr. L. A. Fisher of the National Bureau of Standards, who acts as representative of the Department of Commerce, and F. M. Halstead, who serves on the committee as the representative of the Treasury Department.

This committee will be glad to receive communications in writing from manufacturers at any time but public hearings will also be held in several of the leading cities to afford opportunities to manufacturers to appear in person before the men who are to draw up the regulations. The first of these hearings will be held in New York City during the week of June 9 and will be followed by other hearings. It is practically certain that there will be sessions of the committee for this purpose at Chicago and Washington, D. C., and yet other cities may be visited if there is sufficient demand from manufacturers.

THE MOST COMPLEX PROBLEM

Probably the most complex problem confronting the committee is that of the allowance to be permitted for shrinkage in the case of the numerous food products which show a certain fluctuation in weight under different climatic conditions, for instance, cheeses shipped from Wisconsin to the dry climate of the Southwest. It is expected that in order to determine what leeway shall be permitted to manufacturers of products subject to evaporation the committee will find it necessary to make test shipments of various classes of commodities in all sections of the country. The operation of automatic weighing and bottle-filling machines will also be a factor, apropos the new law, and it is likely that the committee will visit various manufac-

turing plants to ascertain whether these mechanical serving and packing devices can be relied on for absolute uniformity.

Questions that must be decided separately in the case of each individual class of products are those as to the terms in which the quantity of the contents shall be expressed — whether by number, volume or weight. The committee is also empowered to exempt such small packages as it may specify from the operation of the new law and it is expected that there will be a lively effort on the part of many manufacturers to secure such immunity for their products. It is intimated, however, that exemptions will not be granted except in the case of small packages where the character of the goods renders the matter of exact quantity a secondary consideration with the average purchaser.

Touching the advertising aspect of the package will be the work of the regulation framers in stipulating in each instance on what part of the package shall be placed the inscription indicative of the quantity of the contents, the size of the type to be employed, etc., etc. It is the present opinion of the officials that there should be nothing in the operation of the new law that would interfere with the growing practice on the part of manufacturers of placing inserts in packages. Said one of them: "If a package labeled 'one pound' contains the required one pound of the product specified it seems to me that, in so far as this law is concerned, it does not matter what else that package contains." Prominent labeling will be insisted upon, however, for the new law says in so many words that the contents must be "plainly and conspicuously marked."

**CRAWFORD ADVERTISING MAN-
AGER OF HAYNES AUTO
COMPANY**

Robert C. Crawford is now advertising manager of the Haynes Automobile Company, of Kokomo, Ind. He was formerly advertising manager of the Chicago Portland Cement Company. The Haynes account will be handled by the Mahin Advertising Company, of Chicago.

Any advertiser seeking information about the circulation of **THE CHICAGO RECORD - HERALD** will find the circulation day by day for the preceding month on the editorial page of every issue.

SILVER JUBILEE

OF

The Saturday Blade

The Blade and Ledger Compose
BOYCE'S BIG WEEKLIES

25 YEARS OLD, JUNE 14, 1913

Under one ownership for the entire
quarter century.

From 100,000 Circulation 1888, to
1,200,000 PROVED Circulation 1913

To commemorate its 25th birthday
THE SATURDAY BLADE will ISSUE
Saturday, June 14th, a **JUBILEE
NUMBER**, and on that date Boyce's
Weeklies will have

A CIRCULATION OF 1,500,000

This 300,000 extra circulation will be
for that date, June 14th, 1913, ONLY,
and the same will be put out in commemoration of the **BLADE'S** reaching
the quarter century mark in age. The
Ledger is 40 years old.

No extra charge over the present rate
to advertisers who wish to participate
in this **MILLION AND A HALF** issue.

RESERVATIONS FOR SPACE ACCEPTED NOW

Copy should be in by June 4 to catch
both **Blade** and **Ledger** of June 14.

W. D. Boyce Co., 500 Dearborn Ave., Chicago
Eastern office, 212 Metropolitan Tower,
New York City.

Big Increase in Rochester's German Population

The 1910 U. S. Census report shows that the German-speaking population of Monroe County (including Germans, Austrians, Hungarians and Swiss) numbers

68,205

This is a big increase over the 1900 figures. The

Daily Abendpost

(Consolidated German Newspapers)

covers the large and increasing German-reading field in Rochester and surrounding towns.

It carries the advertisements of practically all the local merchants and many national advertisers.

HOWARD C. STORY
Foreign Advertising Representative
NEW YORK CHICAGO

Are you the man we want to buy ENGRAVINGS?

You have got to know how to make every kind of plate ever produced; how to secure new effects; how to instruct artists; how to co-operate in the inception of new ideas and treatments; how to achieve that which "can't be done." You have got to be a methodical, accurate manager. Your record and personality must be such as to win our instant confidence. If you know of such a man you will be doing a service by showing him this advertisement. "A. D. J." P. O. Box 432, Madison Square, New York City.

NEW YORK DELEGATES MEET

The delegates from all the New York advertising clubs to the coming Baltimore convention were called together by the Quoin Club and entertained at luncheon in the Fifth Avenue Building, May 15. President Richard Waldo, of the Quoin Club, turned over the meeting to W. J. McIndoe, chairman of the programme committee, who called upon Douglas N. Graves, of Boston, to outline the convention plans, and President Coleman, of the A. A. C. of A., to tell what previous advertising conventions had done for the Association and what might be expected from this.

President Coleman announced that the next administration would probably start with from five to ten thousand dollars in the treasury to defray the traveling expenses of the next president. Previous administrations have never had any money for this purpose and the association has been constrained to elect for its executive a man who could pay his own way. The possession of a surplus would enlarge the range of choice for a president and make it possible to consider good timber outside of the large advertising houses.

President Coleman also congratulated the Quoin Club on the valuable idea of getting the local members together and familiarizing them with what they were to get and give at Baltimore.

Herbert S. Houston spoke a few words on the educational work. There were about a hundred members and guests present.

HIS RATING

A manufacturer of bicycles the other day received an inquiry from a man in a small village in Michigan asking him if he could be an agent. The manufacturer replied, asking for a statement of his financial standing, in view of the fact that his name could not be found in Bradstreet's or Dun's. He wrote:

"Dear Sir:—

"I received your letter the other day asking my Financial responslee I am of past school. I have a good education I have been working at the bycle trade for same time and I am worth one cow twenty chickens and live on a farm with my father I am we know all over the country for my onesty and we thought of. I would like to own one of your wheels I have see one of your wheels and I though it a very nice one send me one of agents catalogues and you cheepe price on you Pacemaker and on creditu and on stauilment plant. Write me write away for I am watting your return of mail.

"You truly"

D. B. WILLIAMS RESIGNS

D. B. Williams has resigned as advertising manager of the American Motors Company, Indianapolis, to take a position as district sales manager with the same concern. He is succeeded by G. L. Moskovics, formerly assistant advertising manager.

NATHAN FRANK SELLS ST. LOUIS "STAR"

Edward J. Lewis, a St. Louis business man and prominent candidate for the St. Louis postmastership, became president of the Star-Chronicle Publishing Company, proprietors of the daily and Sunday *Star*, May 14. Nathan Frank, who heretofore held the controlling interest, and his brother, August Frank, have disposed of all their interests in the paper.

The other directors of the company, as announced are Frederic Warren and Frederick C. Veon. Messrs. Veon and Warren recently became connected with the *Star* and procured options which led up to the sale. Mr. Warren is editorial director and Mr. Veon business manager.

Mr. Warren said the paper will continue to be independent in politics. Ex-Governor Joseph W. Folk, whose name had been connected with the deal, denied that he had anything to do with the purchase.

OBJECTED TO STATE COMMISSION'S ADVERTISING POLICY

H. J. Maxfield has resigned as immigration commissioner of Minnesota because he objected to the alleged policy of the commission in keeping in practical secrecy the replies to ads inserted by the commission inviting settlers to the state. Mr. Maxfield advocated giving, and in fact did give, lists of prospective settlers obtained in this way to real estate agents against the wishes of the board composed of state officials.

ENGLISHMAN STUDYING AMERICAN ADVERTISING

Charles Brunning, advertising manager of Lewis's, a concern that runs large department stores in Liverpool, Manchester and Birmingham, England, is in America studying the methods of American advertisers. This is Mr. Brunning's first visit to this country in eight years. He commented upon the great changes which have taken place in the methods of American advertisers since his last visit here.

J. F. BAXTER JOINS BECKWITH AGENCY

J. F. Baxter, who for the past four years has been advertising manager for the *Kansas City Journal*, has joined the western force of the S. C. Beckwith Special Advertising Agency of New York. A farewell banquet, attended by representatives of the various advertising agencies in Kansas City and newspaper men, was given Mr. Baxter at the Hotel Kupper on May 14.

DEATH OF A. M. BARNHART

Arthur M. Barnhart, for forty-three years president of Barnhart Brothers and Spindler, died of heart failure in Chicago May 13. He was born in New York State but entered the newspaper business in Iowa and at one time published the *Iowa State Register* at Des Moines.

WE have a confession to make.

We don't always follow instructions!

There have been times when to get the desired effect another way seemed better than to follow our client's layout.

We are pleased to say (of course we wouldn't make the confession otherwise) that in most such instances our change was approved. Not always, of course, but most of the times.

Ad composition is almost all we know.

THE WILLIAMS PRINTERY
27 East 31st St., New York
Telephone, 2693 Madison Square

Class — and "Class"

Physical Culture is a class magazine to the extent that it caters to the public needs in matters of health, hygiene, sanitation and sex education.

PHYSICAL CULTURE

as an advertising medium, "is class," to the extent that it pays a profit to its advertisers, which is clearly demonstrated by the fact that 95% of its advertisers key their announcements—and average eight insertions yearly.

New York Office: 1 Madison Avenue
O. J. ELDER, Manager
Chicago Office: People's Gas Building
W. J. Macdonald, Manager

**May, 1913, Gains 747
Lines Over Best Previous
May Number**

element in it—if it has the proper point of contact in the heading—though it may have none of the subdisplays supposed sometimes to be indispensable. It follows, therefore, that the more news flavor you can put into advertising copy—and news about desirable things is as much news as items about people—the greater the efficiency of the copy. It is probably not out of the way to say that this Pyrene advertisement received several times as much in-

terested attention as the ordinary presentation of a fire extinguisher.

* * *

There are probably a number of advertisers like that one the Schoolmaster recently heard of, who refuses to put his O. K. on a piece of copy unless it is positively a "new treatment"—something different from anything he has run before. And he is a thorn in the flesh to service men in publishers' offices and to solicitors! But those who are able to key

Use Blaisdell Paper Pencils as advertising novelties.

¶ Blaisdell Pencils are better than ordinary pencils for business men to distribute because:

They constitute a novelty in themselves.

They last longer than wooden pencils.

They can be sharpened more times before the advertisement is cut off.

The imprint of the advertiser is put on more durably.

They make a very much stronger impression on the recipient.

¶ Business men who use pencils as advertising novelties should write to us. We can give them some interesting information.

Anderson & Company
Cor. Wayne Avenue & Barkley Street
Philadelphia

Agents for novelties of this kind can get some profit-bringing information just by writing to us and finding out more about this proposition

Are You Seeking Medical Patronage?

If you do, it will pay you to investigate

"THE BIG SIX"



—a combination of six of the foremost monthly medical journals of the country. At reasonable cost there publications assure an audience of over 100,000 different doctors every month. Send for full information.

THE ASSOCIATED MEDICAL PUBLISHERS

S. DeWITT CLOUGH, Secretary

M. W. CHILDS, Western Representative
Tribune Building, Chicago, Ill.

A. D. McTIGHE, Eastern Representative
286 Fifth Avenue, New York, N. Y.

The Law Upheld

So far as "The Janesville Daily Gazette" is concerned the postal law relative to the publication of information regarding ownership, circulation, etc., is perfectly valid, and as soon as the Department called upon papers for statement, "The Gazette" made publication and submitted endorsed forms. "The Gazette" feels that it has nothing to hide in any way from anybody and is glad to give the people an opportunity of knowing about its business conduct. A copy of the report will be mailed to those interested.

THE JANESVILLE DAILY GAZETTE Janesville, Wis.

M. C. Watson, Eastern Representative,
286 Fifth Ave., New York City, N. Y.
A. W. Allen, Western Representative,
919 Advertising Bldg., Chicago, Ill.

A Philadelphia Service Agency

of high standing and
credit would make un-
usually attractive terms
to solicitor controlling
business of their standard.

Confidential letters will be
returned—A. C. Box 70—
care Printers' Ink.

German Families are Large

and large families are large consumers. Think of the quantity of goods consumed by the 128,000 or more German families that you reach by advertising with us. Rate, \$50. flat. Why not let us run your ad in the

Lincoln Freie Presse
LINCOLN, ILL.

Plan and Copy Man (30)

with splendid agency experience. My plans have produced business and my copy holds it. Unusual merchandising knowledge and trade-work ability. Make any agency, manufacturer, or publisher a mighty good man. Exceptionally well qualified to act as advertising manager or director where "Push" and originality are needed. Good reasons for wanting to change from present place. References are O. K. "ABILITY," Box 71, Printers' Ink.

copy accurately know that certain appeals are so much more effective than the common run of copy that it pays to run these appeals over and over, sometimes making slight changes and at other times merely giving the advertisement a rest and bringing it into use again. Some go so far as to say that a national advertiser would not go wrong in rotating a series of six or a dozen advertisements almost indefinitely. At any rate, it is shortsighted to argue for something different when one has hit on an effective form of appeal.

The advertising clubs have some odd requests put up to them. Recently one of the upper Pacific Coast clubs sent out a letter requesting the various clubs to go on record as indorsing the propriety of eating apples in public. Now the club presidents are getting a circular letter describing a paper-tester and ending with: "We would respectfully suggest that you bring this matter to the attention of your associates at your next meeting, as the matter is one on which they should be fully informed."

The man responsible for this solicitation must have a remark-

An Artist

I wish to submit my samples to an Advertising Agency, illustrating or publishing firm who wants an Artist who can get up dummies, rough-outs and ideas. I am employed at present, but want to change because I need more money. The scope of my work covers everything that relates to Book, or Booklet "architecture," excepting the drawing of Fashions. "B," Box 72, care of PRINTERS' INK.



Trade-Marks

**Designed
Registered
Protected**

TRADE-MARK TITLE CO.

222 P. D. Bld., Ft. Wayne, Ind.

able imagination if he can see the president of an advertising club gravely calling to the attention of the members a circular letter regarding a paper gauge.

GOOD WORK IN SOUTH DAKOTA

THE BEE HIVE COMPANY
SIOUX FALLS, S. D., May 10, 1913.
Editor of PRINTERS' INK:

I note that you have not as yet placed South Dakota on your "Honor List." I hope that you will find room for the name of our great state upon your list even though we are not so fortunate as to have enacted as perfect a statute as the one you have sponsored.

However, laying aside such regrets, we can at least claim one distinction, which I believe to be unique. As an explanatory fore-note may I say that there is no ad club in South Dakota at the present time. Now for the distinction alluded to.

The Bee Hive Company, of Sioux Falls, the largest store in the largest city of the state, was directly responsible for the introduction of an honest advertising law during the last session of the legislature, and further, through our advertising in the *Argus-Leader* we were able to push the bill through to its final enactment. As the advertising man for this store I had the pleasure of getting into the thick of the fight. It is far from being finished. More difficult than the enactment of the law will be its enforcement, and even in that we appear to be single-handed. I am sending you a copy of one of my ads which was read in the senate chamber when the bill was under discussion.

Now as to the law itself. We copied the Massachusetts statute word for word. It does not include such ticklish items as real estate and personal services, for although our legislators were induced to pass a law which they were convinced would affect only ourselves, as the largest and most consistent advertisers in the state, and some of the "dummed" patent medicines, the whole membership of the legislature, or at least a majority of them, appeared to think that a law which would inhibit the "sporting chance" element in real estate dealing was entirely too drastic and not to be foisted upon an indignant commonwealth. This last need not call forth the comment that "it is too bad that South Dakota could not quell its crooked real estate dealers," for it is a matter of proven fact that most of the land in South Dakota is so good a buy that the most crooked real estate dealer could scarcely misrepresent.

I must state, however, that we are looking forward to the time when we can amend our present statute so as to make it identical with the PRINTERS' INK statute.

This would scarcely be a "letter to the editor" should I not mention the esteem with which I hold your valued publication. Give me my PRINTERS' INK and the *Dry Goods Economist* each week and I'm insured against the glooms.

A. F. ALLISON.



THE
1847
GIRL

A Familiar Figure

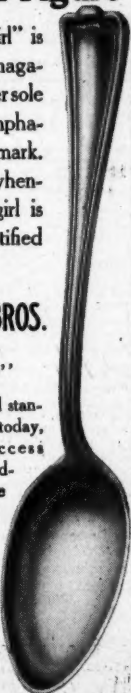
"The 1847 Girl" is known to every magazine reader. Hersole mission is to emphasize the trade mark. Wherever and whenever seen, this girl is immediately identified with

1847 ROGERS BROS.

"Silver Plate
that Wears"

This is the accepted standard of silver plate today, having won success through merit and advertising. It is the only silverware sold backed by the actual test of over 65 years' wear.

INTERNATIONAL
SILVER CO.
Successors to
Meriden Britannia Co
MERIDEN, CONN.



Classified Advertisements

Classified advertisements in "Printers' Ink" cost twenty-five cents an agate line for each insertion. Six words to line. No order for one time insertion accepted for less than one dollar and twenty-five cents. No advertisement can exceed 28 lines. Cash must accompany order. Forms close Thursday.

ADVERTISING AGENTS

ALBERT FRANK & CO., 26 Beaver St., N. Y. General Advertising Agents. Established 1872. Special facilities for placing advertisements by telegraph to all parts of the United States and by cable to all foreign countries.

We treat "live" problems: "What is wrong with our copy?" or "How can we get dealers to help us?" or "What would make a good trademark?" If any of these problems are a part of your "worry", write on letterhead for portfolio of Proofs.

HB

HELLER-BARNHAM, Essex Bldg., Newark, N. J.

ADVERTISING MEDIA

THE BLACK DIAMOND Chicago-New York-Pittsburg, for twenty-five years the coal trades' leading journal. Write for rates.

THE TEXTILE MANUFACTURER, Charlotte, N. C., covers the South thoroughly, and reaches the buyers of machinery and supplies.

THE circulation of the New York World, morning edition, exceeds that of any other morning newspaper in America by more than 150,000 copies per day.

TRY the DENVER WEEKLY POST for results. Guaranteed paid circulation over 114,000, delivered by Uncle Sam—proved by statement furnished postal authorities April 1—growing all the time—No street or newsstand sales. The largest circulation of any newspaper published between the Missouri River and the Pacific Coast. Classified ads 3c a word. Display advertising rate 25c per line, \$3.50 per inch flat. Sample copy and circulation by states sent on request. Send copy direct or through any Recognized Agency. Subscription price 35c the year.

BUSINESS OPPORTUNITIES

Trade Paper Wanted

Medium to small size proposition. Am not now financially interested any paper. Box 809, care of Printers' Ink.

COIN CARDS

WINTHROP COIN CARDS. Made of coated stock, patented apertures for any coin or coins. Money inclosed in our cards not noticeable to the touch. People remit by coin card who would not bother with money orders, checks, or stamps. Neatest and safest coin card made. Write for price-list and samples. **THE WINTHROP PRESS** (Dept. C.), General Printers and Binders, 141 E. 25th St., New York.

FOR SALE

FOR SALE: Elliott stencil cutters, 1 hand, 1 foot and 1 electric power. Addressing machines and supplies. Taken in on exchange. Guaranteed good condition. **OFFICE DEVICE CO.**, 716 Chestnut St., Philadelphia.

FOR SALE—Two one-quarter horse-power D. C. motors, with pulleys attached, especially for linotype work; practically new. Price reasonable. Address **ADVERTISER PUBLISHING CO.**, Clinton, Iowa.

FOR SALE: Bullock 8-page Cylinder press; complete with stereotyping outfit, engine, shafting, etc. Now running and in good condition. We are installing a new 28 page outfit. Bargain price and easy terms. **DAILY ADVERTISER**, Clinton, Iowa.

FOR SALE OUTDOOR MAGAZINE

at right price, as owner wishes to retire. Has made better than 15 per cent net for years on price asked. Write Box 870, care Printers' Ink.

HELP WANTED

REPRESENTATIVES in New York City, Chicago and Atlanta wanted for weekly magazine. Commission basis for present. Correspondence confidential. Box 884, care of Printers' Ink.

WANTED—Publicity and advertising man by automobile company. Man with newspaper experience preferred. State fully your qualifications and salary desired. Address Box 877, care of Printers' Ink.

WANTED—Advertising Manager by large manufacturer of trade-mark goods. Man capable of analyzing merchandising and distribution problems, and deciding on best methods and media to be used in different territory. State fully your qualifications, and salary desired. Address Box 878, care of Printers' Ink.

MAILING LISTS

FREE TO BUSINESS MEN

copy of our comprehensive "Silent Salesman." Contains over 2,000 different classifications of Mailing Lists, with number and price of each list, and information every business man needs. Accept this free offer. Address TRADE CIRCULAR ADDRESSING CO., B-164½ W. Adams Street, Chicago.

MISCELLANEOUS

Advertising Chewing Gum

Makes fetching little ad—novel—your ad on every stick. Gum the finest, guaranteed under Pure Food Act. We manufacture all flavors. Salesmen get "in" quick with this ad—gift. Just the thing for conventions, etc. Write today for samples and prices. HELMET GUM FACTORY, "Ad Dept.," Cincinnati.

MANUFACTURERS looking for high grade advertising men and advertising men in search of better positions, will find in the classified department of PRINTERS' INK a certain means of getting in touch with "live" prospects. Advertisements in this department cost 25c per line, figuring 6 words to a line and 14 lines to the inch. No smaller copy than five lines, costing \$1.25, accepted for a one-time insertion. PRINTERS' INK PUBLISHING CO., 12 W. 31st St., New York City.

POSITIONS WANTED

College Man with Sales and advertising experience desires position in copy department. Highest references. Beginning salary no object. Box 879, care of Printers' Ink.

I HAVE a thorough knowledge of Engraving and Printing and want to connect with a reliable Advertising Agency or large National Advertiser. Twelve years' experience and highest references. Box 882, care of Printers' Ink.

YOUNG man, seven years' printing experience desires connections with agency or advertising department of manufacturer as assistant; energetic worker; has selling ability. Address Box 886, care of Printers' Ink.

ADVERTISING solicitor, native of Boston, of wide acquaintance, twenty years' successful experience on the best trade and technical publications, extensively and favorably known throughout New England and New York State. SOLICITOR, Printers' Ink, 2 Beacon St., Boston.

Mr. Publisher—Why not have live wire on the job all the time when you pay for results only? I want two or three reliable Trade Journals in Chicago territory; commission basis. Twelve years' record of results. Address Box 883, care of Printers' Ink.

I AM an experienced, capable young advertising man, seeking a position with possibilities and will consider anything. Experienced in agency, farm journal and mail order advertising principally. Earnest and ambitious. Reasonable salary to start. Best of references. Box 880, care of Printers' Ink.

BUSINESS woman desires position in responsible, promotive capacity. Expert accountant and correspondent, familiar with advertising, circulation and premium departments. Several years' experience. Unless efficiency is required and appreciated do not reply. Confidential. Address Box 887, care of Printers' Ink.

Trade Paper Solicitor

A good one, now residing in Middle West, with ten years' experience, desires to change. Commission with drawing account preferred. Proposition must be high grade. If you need a producer, write me. Box 881, care of Printers' Ink.

Competent Assistant for Advertising Manager

Young man, 24 years old, with good knowledge of advertising and a good "thinker" desires position in New York as assistant or secretary to an advertising manager. Is an expert stenographer and well qualified to take care of correspondence department, and a good copy writer. At present employed and earning good money; desire change for greater opportunities. Address Box 886, care of Printers' Ink.

Agency man—27 years old—with extensive experience in writing wholesale and retail copy; preparing dealer and consumer literature; planning campaigns in general, has reached limit

The Man for You!

in present position—\$3600. Desires opportunity for further development. If interested write today for concrete proof of ability.

Address Box 875, care Printers' Ink.

PRESS CLIPPINGS

ROMEIKE'S PRESS CLIPPING BUREAU, 106-110 Seventh Avenue, New York City, sends newspaper clippings on any subject in which you may be interested. Most reliable Bureau. Write for circular and terms.

PUBLISHING BUSINESS OPPORTUNITIES

A SMALL TRADE PAPER which can be handled easily by one man and will produce an income of \$3,000 can be bought for \$7,000. HARRIS-DIBBLE COMPANY, 71 West 23rd Street, New York.

ROLL OF HONOR

Advertisements under this caption are accepted from publishers who have sent PRINTERS' INK a detailed statement showing the total number of perfect copies printed for every issue for one year. These statements are on file and will be shown to any advertiser.



PRINTERS' INK's Guarantee Star means that the publishers' statement of circulation in the following pages, used in connection with the Star, is guaranteed to be absolutely correct by Printers' Ink Publishing Company who will pay \$100 to the first person who successfully controverts its accuracy.

ALABAMA

Birmingham, *Ledger*, dy. Average for 1912, 28,044. Best advertising medium in Alabama.

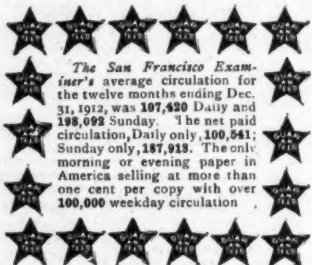
ARIZONA

Phoenix, *Gazette*. Average Mar., 1913, 6,276. daily. A. A. A. ex. regularly.

CALIFORNIA

Los Angeles, *Tribune*. D'y & S'y av. '12, 59,261. Largest morning circulation in Los Angeles.

San Diego, *Union*. Sworn circulation, 1912, Daily, 10,998; Sunday only, 14,792.



CONNECTICUT

Meriden, *Journal*, evening. Actual average for 1911, 7,892; 1912, 8,124.

Meriden, *Morning Record*. Daily av.: 1910, 7,993; 1911, 8,085; 1912, 8,404.

New Haven, *Evening Register*, daily. Aver. for 1912 (sworn) 19,193 daily, 2c.; Sunday, 15,475, 5c.

New London, *Day*. Evening. Circulation, 1911, 7,141; 1912, 7,467. Double all other local papers.

Waterbury, *Republican*. Examined by A. A. A. regularly. 1912, Daily, 8,150; Sunday, 7,975.

DISTRICT OF COLUMBIA

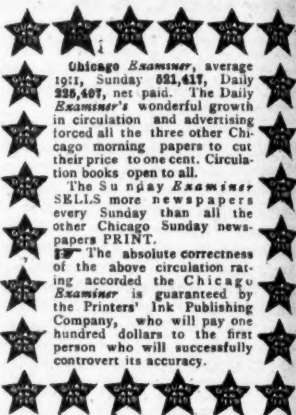
Washington, *Star*, Evening and Sunday. Average daily, 1912, 63,304 (20). Carrier delivery.

ILLINOIS

Chicago, *Polish Daily News* (Dziennik Chicagoński). Daily average, 1912, 17,466.

Joliet, *Herald*, evening and Sunday morning. Aver. year ending Dec. 31, 1912, 9,269.

Peoria, *Evening Star*. Circulation for 1912, Daily, 21,881; Sunday, 10,449.



INDIANA

South Bend, *Tribune*. Sworn average April, 1913, 14,409. Best in Northern Indiana.

IOWA

Burlington, *Hawk-Eye*. Average 1912, daily, 9,875; Sunday, 10,856. "All paid in advance."

Des Moines, *Register & Leader*. (av. '12), 38,446. *Evening Tribune*, 20,824 (same ownership). Combined circulation 56,172—35% larger than any other Iowa paper. Supreme in want ad held.

Washington, *Eve. Journal*. Only daily in county. 1,975 subscribers. All good people.

Waterloo, *Evening Courier*, 56th year; Av. dy. 1912, 8,711. Waterloo pop., 39,000.

KENTUCKY

Louisville, *Courier-Journal*. Average 1912, daily, 23,066; Sunday, 49,151.

Louisville, *The Times*, evening daily, average for 1912 net paid 49,632.

LOUISIANA

New Orleans, *Item*, 6 mos. sworn st'ment U. S. P. O. d'y & Sun., Oct. '12, Mar. '12, net cir. 48,626.

MAINE

Augusta, *Kennebec Journal*, daily average 1912, 10,908. Largest and best cir. in Cent. Me. Bangor, *Commercial*. Average for 1912, daily 10,692.

Portland, *Evening Express*. Net average for 1912, daily 19,036 Sunday Telegram, 12,220.

MARYLAND

Baltimore, *News*, daily. News Publishing Company. Average 1912-Sunday, 56,394; daily, 80,048. For April, 1913, 79,008 dy.; 87,683 Sun.

The absolute correctness of the latest circulation rating accorded the *News* is guaranteed by the Printers' Ink Publishing Company who will pay one hundred dollars to the first person who successfully controverts its accuracy.



MASSACHUSETTS



Boston, *Globe*. Average circulation. Daily (2 cents a copy) 1912, 190,149.

Sunday

1912, 323,916.

Advertising Totals: 1912, 8,042,611 lines

Gain, 1911, 286,480 lines

1,734,621 lines more than any other Boston paper published.

Advertisements go in morning and afternoon editions for one price.

The above totals include all kinds of advertising from the big department store to the smallest "want" ad. They are not selected from any favorable month, but comprise the totals from January 1, 1912, to December 31, 1912.



Boston, *Evening Transcript* (2c). Boston's tabular paper. Largest amount of week day ad.

Boston, *Daily Post*. April circulation averages of *The Boston Post: Daily Post*, 419,196; *Sunday Post*, 318,481.

Boston, *Herald* and *Traveler-Herald*, all-day circulation over 200,000. A great quality newspaper in the morning and concentrated local and suburban circulation in evening.

Lawrence, *Telegram*, evening, 1912, av. 3,986. Best paper and largest circulation in its field.

Lynn, *Evening Item*. Daily sworn av. 1910, 16,663; 1911, 16,987; 1912, 13,333. Two cents. Lynn's family paper. Covers field thoroughly.

Salem, *Evening News*. Actual daily average for 1912, 19,198.

Worcester, *Gazette*, evening. Av. Jan. to Dec., '12, 20,367. The "Home" paper. Largest ev'g circ.

MICHIGAN

Detroit, *Michigan Farmer*. Michigan's only farm weekly. Average circulation 1912, 83,463.

Jackson, *Patron*, Aver. year, 1912, daily 10,476; Sunday, 11,464. Greatest circulation.

MINNESOTA

Minneapolis, *Farm, Stock and Home*, semi-monthly. Actual average for year ending Dec. 31, 1912, 106,360.

The absolute accuracy of *Farm, Stock & Home's* circulating rating is guaranteed by the Printers' Ink Publishing Company. Circulation is practically confined to the farmers of Minnesota, the Dakotas, Montana, Western Wisconsin and Northern Iowa. Use it to reach this section most profitably.

Minneapolis, *Journal*. Every evening and Sunday (2c). In 1912 average daily circulation, evening, 81,403. In 1912 average Sunday circulation, 84,714. Daily average circulation for April, 1913, evening only, 85,853. Average Sunday circulation for April, 1913, 89,440.



CIRCULATION Minneapolis, Tribune, W. J. Murphy, publisher. Established 1867. Oldest Minneapolis daily.

Average circulation of daily *Tribune* for year ended Dec. 31, 1912, 109,461. Average circulation of Sunday *Tribune* for same period, 184,463. Average net paid circulation for 1912, daily *Tribune*, 100,134; Sunday *Tribune*, 142,961.



by Printers' Ink Publishing Company

MISSOURI

St. Louis, *National Farmer and Stock Grower*, Mo. Actual average for 1912, 123,483.

NEW JERSEY

Camden, *Daily Courier*. Daily average Oct. 1st, 1912 to Mar. 31, 1913, 10,936.

Camden, *Post-Telegram*. 10,900 daily average 1912. Camden's oldest daily.

Trenton, *Evening Times*. '08, 21,336; '20-'09, 19,063; '10, 19,338; '11, 20,116; '12-21,989.

NEW YORK

Albany, *Evening Journal*. Daily average for 1912, 18,166. It's the leading paper.



The Brooklyn *Standard Union*, Printers' Ink says, "now has the largest circulation in Brooklyn". Daily average for 1912, 64,406.

Buffalo, *Courier*, morn. Av., 1912, Sunday, 99,692; daily, 84,496; *Esquire*, evening, 37,183.

Buffalo, *Evening News*. Daily average, three months, 1913, 100,496.

Gloversville and Johnstown, N. Y. *The Morning Herald*. Daily average for 1912, 6,739.

NEW YORK CITY

The Globe Largest high-class evening circulation. Counts only papers sold for cash. Net cash daily average, year ending April 30, 1913, 133,194. A. A. A. and N. W. Ayer & Son certificates.

Schenectady, *Gazette*, daily. A. N. Lietcy. Actual average for 1912, 23,010. Benjamin & Kentnor, 235 Fifth Av., New York; Peoples' Gas Building, Chicago.

Utica, *National Electrical Contractor*, mo. Average for 1912, 3,666.

NORTH CAROLINA

Winston-Salem, *Daily Sentinel* (e.), av. April, '13, 4,660. *Semi-Weekly Sentinel*, av. April, '13, 6,360.

OHIO

Cleveland, *Plain Dealer*. Est. 1841. Actual average for 1912: Daily, 108,498; Sun., 134,256. For April, 1913, 112,009 daily; Sunday, 143,630.

Youngstown, *Vindicator*. D'y av., '12, 18,971. LaCoste & Maxwell, N. Y. & Chicago.

PENNSYLVANIA

Erie, *Times*, daily. 23,519 average, April, 1913. A larger guaranteed paid circulation than all other Erie papers combined. E. Katz, Special Agt., N. Y.



Philadelphia, *The Press* (2c) is Philadelphia's Great Home Newspaper. Besides the Guarantee Star, it has the Gold Marks and is on the Roll of Honor—the three most desirable distinctions for any newspaper. Sworn average circulation of the daily *Press* for 1912, 87,223; the Sunday *Press*, 178,668.

Washington, *Reporter and Observer*, circulation average 1912, 13,040.



West Chester. Local News, daily, W. H. Hodgson. Aver. for 1912, 18,188. In its 41st year. Independent. Has Chester Co., and vicinity for its field. Devoted to home news, hence is a home paper. Chester County is second in the State in agricultural wealth. **Wilkes-Barre, Times-Leader,** eve. net, sworn, average 1912, 18,681. **Williamsport, Daily Sun and News.** Average for December, 1912, 17,028. **York, Dispatch and Daily.** Average for 1912, 18,888. Covers its territory.

RHODE ISLAND

Pawtucket, Evening Times. Average circulation for 1912, 21,997—sworn.



Providence, Daily Journal. Average for 1912, 24,463 (©©). Sunday, 34,777 (©©). **Evening Bulletin,** 22,847 average 1912. **Westerly, Daily Sun,** George H. Utter, pub. Circulates in Conn. and R. I. Cir., 1912, 8,449.

SOUTH CAROLINA

Charleston, Evening Post. Evening. Actual daily average 1912, 8,999.



Columbia, State. Actual average for twelve months ending Dec. 31, 1912, daily 19,149; Sunday, 18,825. March, 1913, average, daily, 20,480; Sunday, 20,150.

VERMONT

Barre, Times, daily. Only paper in city. Av. 1912, 6,088. Examined by A.A.A. **Burlington, Free Press.** Examined by A.A.A. 9,418 net. Largest city and state.

VIRGINIA

Danville, The Bee (eve.). Av. Mar., 1913, 8,718. April, 1913, ave., 8,718.

WASHINGTON

Seattle, The Seattle Times (©©) is the metropolitan daily of Seattle and the Pacific Northwest. It combines with its 1912 cir. of 88,183 daily, 24,544 Sunday, rare quality. It is a gold mark paper of the first degree. Quality and quantity circulation means great productive value to the advertiser. The Times in 1911 beat its nearest competitor by over two million lines in advertising carried.

Tacoma, Ledger. Average year 1912, daily and Sunday, 21,347. **Tacoma, News.** Average for year 1912, 20,598.

WISCONSIN

Fond Du Lac, Daily Commonwealth. Average year ending Dec. 31, 1912, 4,063. Established over 40 years ago. **Janesville, Gazette.** Daily average, April, 1913, daily 6,041; semi-weekly, 1,558.

Milwaukee, The Evening Wisconsin, daily. Average daily circulation for 1912, 45,694. The **Evening Wisconsin** is the State's favorite home newspaper. Chas. H. Eddy, Foreign Rep., 5024 Metropolitan Bldg., New York; 723 Old South Bldg., Boston; 1054 Peoples' Gas Bldg., Chicago.

Racine (Wis.) Journal-News. March, 1913, Average circulation, 7,028.

ONTARIO, CAN.

Fort William, farthest West city in Ontario. Times Journal, daily average, 1912, 4,128.

QUEBEC, CAN.

Montreal, La Patrie. Ave. year 1912, 48,237 daily. Highest quality circulation.

SASKATCHEWAN, CANADA

Regina, The Leader. Average, 1st 3 mos. '13, 12,208. Largest circulation in Saskatchewan.

Want-Ad Mediums

CONNECTICUT

MERIDEN Morning Record. Unusually large lead in Want Ads, in exceptionally profitable field. Rate, cent a word; 5 cts. for 7 times. **NEW Haven Register.** Leading want ad medium of State. Rate 1c. a word. Av. '12, 19,183.

DISTRICT OF COLUMBIA

THE Evening and Sunday Star, Washington, D. C. (©©), carries double the number of Paid Want Ads of any other paper. 1c. a word.

ILLINOIS

“NEARLY everybody who reads the English language in, around or about Chicago, reads *The Daily News*,” says the *Post-office Review*, and that’s why *The Daily News* is Chicago’s “want ad” directory.

THE Chicago Examiner with its 841,623 Sunday circulation and 216,898 daily circulation brings classified advertisers quick and direct results. Rates lowest per thousand in the West.

MAINE

THE Evening Express and Sunday Telegram carry more Want Ads than all other Portland papers combined.

MARYLAND

THE Baltimore News carries more Want Ads than any other Baltimore daily. It is the recognized Want Ad Medium of Baltimore.



THE Boston Globe, daily and Sunday, for the year 1911 printed a total of 498,600 paid want ads; a gain of 18,723 over 1910, and 340,866 more than were printed by any other Boston newspaper.



MINNESOTA

THE Minneapolis Tribune is the recognized Want Ad Medium of Minneapolis.

CIRCULATING THE Minneapolis Tribune, Daily and Sunday, is the leading want ad medium of the great Northwest, carrying more paid want ads than any other daily newspaper in the Twin Cities. Printed in 1912 110,179 more individual Want Advertisements than its nearest competitor. Rates: 1 Cent a word, cash with Ink Pub. Co. where charged. All advertising in the daily appears in both the morning and evening editions for the one charge.



★ **THE Minneapolis Journal**, every Evening and Sunday, carries more advertising every month than any other newspaper in the Twin Cities. No free or cut-rate advertisements and absolutely no questionable advertising accepted at any price. Cash order one cent a word, minimum, 20 cents. (☆☆)

NEW YORK

THE Albany Evening Journal, Eastern N.Y.'s best paper for Wants and Classified Ads.

THE Buffalo Evening News is the best classified advertising medium in New York State outside of N.Y. City. Write for Classified Rates, sworn circulation statement, and rate card.

OHIO

THE Youngstown Vindicator—Leading Want Medium. 1c. per word. Largest circulation.

PENNSYLVANIA

THE Chester, Pa., Times carries from two to five times more Classified Ads than any other paper. Greatest circulation.

UTAH

THE Salt Lake Tribune—Get results—Want Ad Medium for Utah, Idaho and Nevada.

(☆☆) Gold Mark Papers (☆☆)

Advertisers value the Gold Mark Publications not merely from the standpoint of the number of copies printed, but for the high class and quality of their circulation. Among old chemists gold was symbolically represented by the sign **⦿**.—*Webster's Dictionary*.

Announcements under this classification, from publications having the Gold Marks, cost 35 cents per line per week. Two lines (the smallest advertisement accepted) cost \$36.40 for a full year, with 10 per cent discount, or \$32.76 if paid wholly in advance.

ALABAMA

The Mobile Register (☆☆). Established 1821. Richest section in the prosperous South.

DISTRICT OF COLUMBIA

The Evening and Sunday Star. Dy. av. 1912, \$3,804 (☆☆). Delivered to nearly every home.

ILLINOIS

Bakers' Helper (☆☆), Chicago. Only "Gold Mark" journal for bakers. Oldest, best known. **The Inland Printer**, Chicago (☆☆). Actual average circulation for 1912-13, 17,266.

KENTUCKY

Louisville Courier-Journal (☆☆). Best paper in city; read by best people.

MASSACHUSETTS

Boston, **American Wool and Cotton Reporter**. Recognized organ of the cotton and woolen industries of America (☆☆).

Boston **Evening Transcript** (☆☆), established 1820. The only gold mark daily in Boston.

Worcester **L'Opinion Publique** (☆☆). Only French paper among 75,000 French population.

MINNESOTA

The Minneapolis Journal (☆☆). Only Gold Mark Paper in Minneapolis. Carries more advertising than any paper in the Northwest.

NEW YORK

Brooklyn Eagle (☆☆) is THE advertising medium of Brooklyn.

Dry Goods Economist (☆☆), the recognized authority of the Dry Goods and Department Store trade.

Electrical World (☆☆) established 1874. The leading electrical journal of the world. Average circulation over 20,000 weekly. MCGRAW PUBLISHING CO.

Engineering Record (☆☆). The most progressive civil engineering journal in the world. Circulation quadrupled in 9 years, now 19,500 and over weekly. MCGRAW PUBLISHING CO.

Hardware Dealers' Magazine (☆☆). Specimen copy mailed on request. 263 Broadway, N.Y.

New York Herald (☆☆). Whoever mentions America's leading newspapers mentions the **New York Herald** first.

The Evening Post (☆☆). Established 1801. The only Gold Mark evening paper in New York. "The advertiser who will use but one evening paper in New York City will, nine times out of ten, act wisely in selecting The Evening Post."—*Printers' Ink*.

Scientific American (☆☆) has the largest circulation of any technical paper in the world.

The New York Times (☆☆) has a greater daily city sale than the combined city sales of five of the seven other New York morning newspapers. **New York Tribune** (☆☆), daily and Sunday. Daily, now one cent—the best for the least.

PENNSYLVANIA

The Press (☆☆) is Philadelphia's Great Home Newspaper. It is on the Roll of Honor and has the Guarantee Star and the Gold Marks—the three most desirable circulation distinctions. 1912, sworn net average, Daily, \$7,223. Sunday, 178,858.

THE PITTSBURG (☆☆) DISPATCH (☆☆)

The newspaper that judicious advertisers always select first to cover the rich, productive Pittsburgh field. Best two cent morning paper, assuring a prestige most profitable to advertisers. Largest home delivered circulation in Greater Pittsburgh.

RHODE ISLAND

Providence Journal (☆☆), only morning paper among 600,000 people. "The R. I. Bible."

TENNESSEE

The **Memphis Commercial-Appeal** (☆☆) is the only paper in the state of Tennessee to have received the Gold Mark Award. It is also one of twelve dailies in the entire United States having taken the N. W. Ayer & Son audit of circulation (1910). The Commercial-Appeal passes both quality and quantity tests. Daily, over 52,000; Sunday, over 80,000; weekly, over 93,000.

WASHINGTON

The Seattle Times (☆☆) leads all other Seattle and Pacific Northwest papers in influence, circulation, prestige.

WISCONSIN

The Milwaukee Evening Wisconsin (☆☆), the only Gold Mark daily in Wisconsin. The home paper that deserves first consideration when advertising appropriations are being made.

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England and The Continent

**Your Opportunity
Do Not Miss It**

Mr. V. J. Reveley, the Managing Director of W. L. Erwood, Ltd., the well-known British, Colonial and Foreign Advertising Agents, will be in the United States during the whole month of June.

If you want to take advantage of the splendid markets open to you abroad, ask him to call and tell you all about them.

The Erwood Agency are handling more American business for England, The Continent and the Colonies than any other firm of British Agents.

All communications should be addressed to him care of W. L. Erwood, Ltd., 30 Church Street, New York.

The Century reader may not be so easily convinced, but once he does discriminate in your favor, he will not be easily diverted.